Exercise Presentation: Assessment of Grapevine

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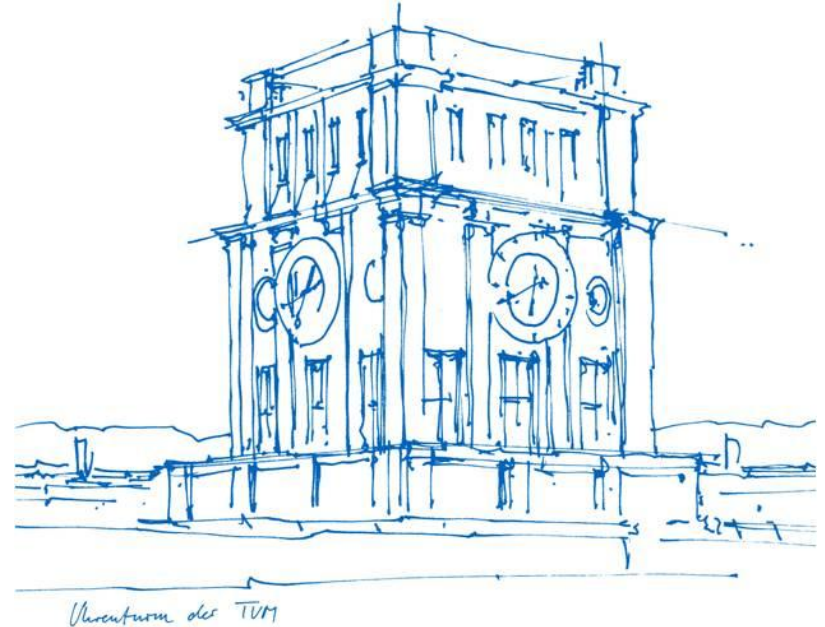
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Group 33

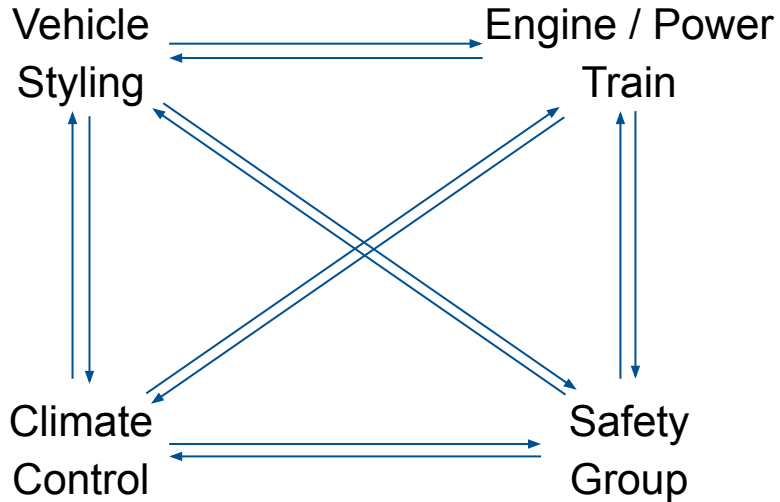Technical University of Munich

Lehrstuhl für Wirtschaftsinformatik

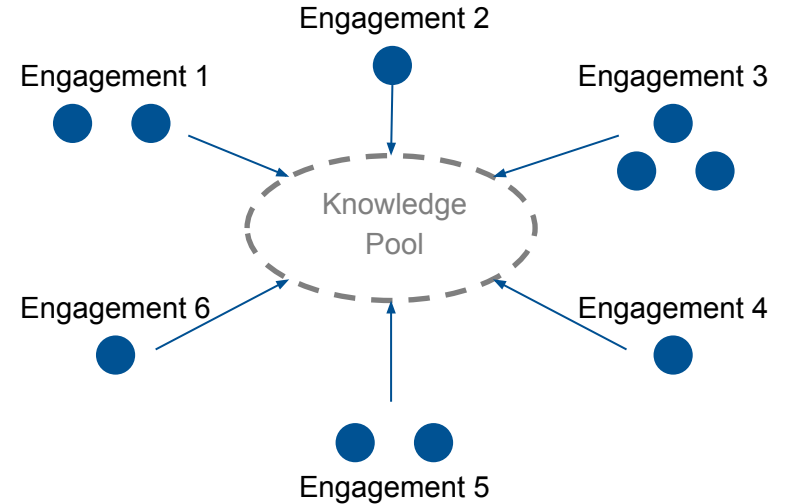Munich, February 12, 2021

Company Comparison

Beta Motors

Main objective: innovate on product level

Vehicle Styling ⟷ Engine / Power Train

Climate Control ⟷ Safety Group

Challenge: "Synchronize" common knowledge

PMC

Main objective: exchange knowledge

Engagement 1
Engagement 2
Engagement 3
Engagement 4
Engagement 5
Engagement 6

Knowledge Pool

Challenge: provide useful knowledge triggering innovations

Grapevine

What is it?

Grapevine was developed to facilitate online collaborative brainstorming to foster innovation (Accenture, 2010). A platform for internal use in companies which facilitates tools for generating, managing, filtering and prioritizing different ideas at different times and places.

Difference:	Dependence:	Novelty:
- Everybody within the system - Collaborate together on a idea - Comment - Rate - Branch of from one idea into a new node (derived idea) - Give feedback	- Users selfmanage - Easily accessible knowledge - Coordinated by User interactions & feedback - Nodes are linked, making consequences of dependence visible	- Searchable Wiki (Is it novel?) - Asses novelty through ratings,feedback, comments and off branching nodes - Easy to share - Unfamiliar with common novelty (> Wiki)

Grapevine fostering innovation within PMC/Beta Motors?

Pros:	Cons:
- Everyone can contribute to ideas - Fast spreading of knowledge throughout the firm (novelty) - Collaboration of experts from different fields - Reduction of difference - Location independent - Range of ideas are not limited - Making tacit knowledge accessible by creating a repository of ideas - Leveraging text mining, knowledge can be extracted and conserved in libraries - Fostering the culture of collaboration	- No guidance in idea collection → solution might not be suitable for problem - Too much difference without explanation - "Connection of loose ends" - Lacking overview with increasing number of users - Influence of incentives for contribution - Potential bias in the rating of ideas with different motives - So far not many firms using Grapevine

Grapevine suitable for PMC but not Beta Motors

PMC   **Beta Motors**

Suitable	Not Suitable
Collaboration and catalyzing of tacit knowledge fits the challenge of providing useful knowledge for triggering innovations	→ Grapevine not suitable for knowledge management in the case of Beta Motors → Requirement to narrow down knowledge (find common place) rather than enlarging it