

Management Information Systems

MIS 310

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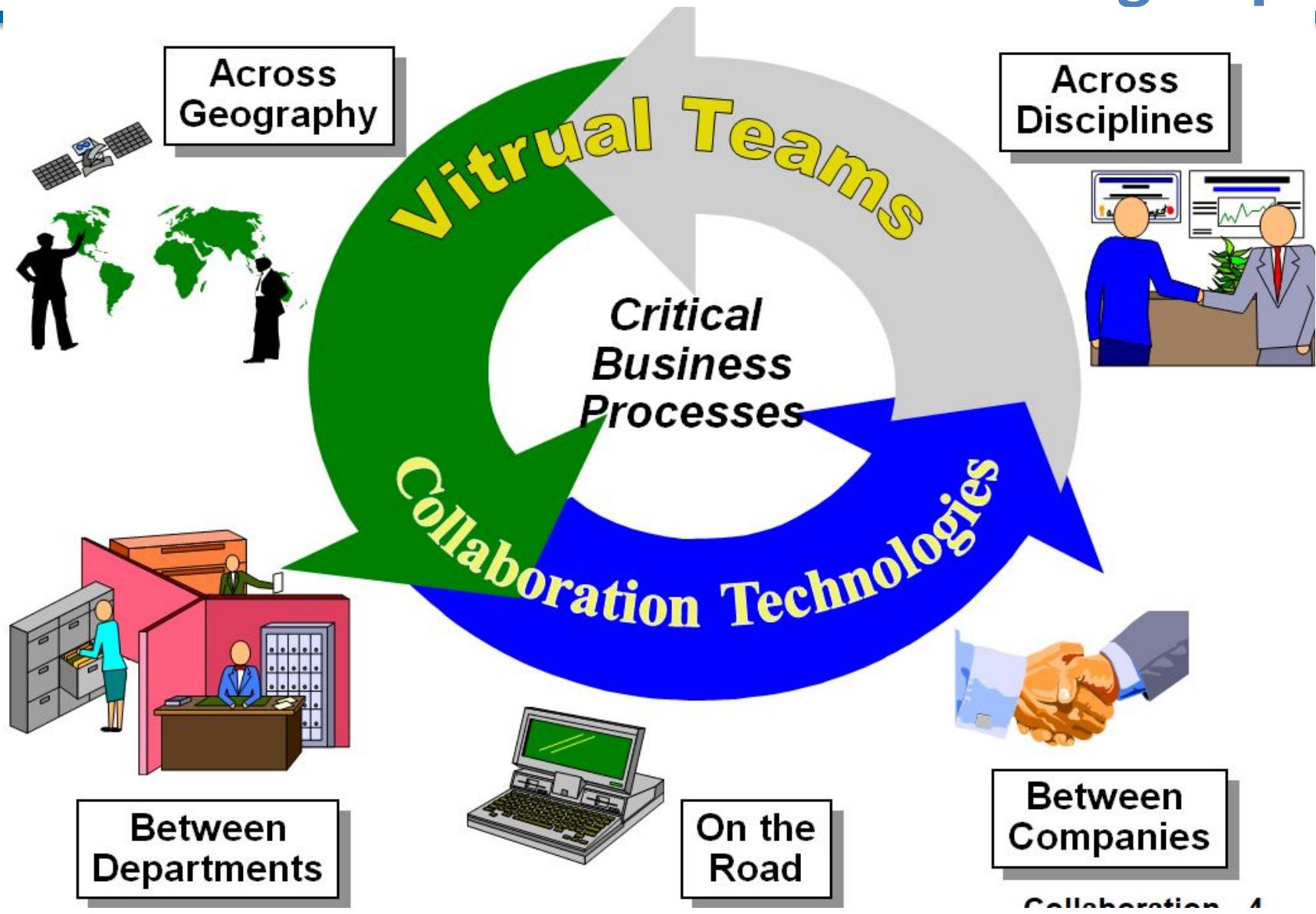
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Collaboration Tools

Collaboration: A New Model for Workgroup



Communication and Collaboration

- **Collaboration** - Two or more people are working together to achieve a common goal
 - Virtual Teams
 - Groupware
 - Videoconferencing
 - Intranets and Employee Portals
- **Collaboration system**
 - IT-based set of tools that supports the work of teams by facilitating the sharing and flow of information



Source: Toria/Shutterstock.

Collaboration Tools Categories

Category	Description	Instances	Examples
Electronic Communication tools	Tools allowing users to convey verbal and written information and send files, documents, or other content	Fax, e-mail, voice mail, blogs, wikis, static websites	MOS Outlook, Blogger, Wikipedia
Electronic conferencing tools	Tools allowing information sharing and rich interactions between users	Internet forums, instant messaging, application sharing, video-conferencing	Apple FaceTime, Skype, Google Hangouts, WebEx
Collaboration management tools	Tools used to facilitate virtual or collocated meetings and manage group activities	Electronic Calendars, knowledge management systems, intranets, online document systems	Google Docs, MS Office Online, MS SharePoint

Cisco Webex: Collaboration Solutions

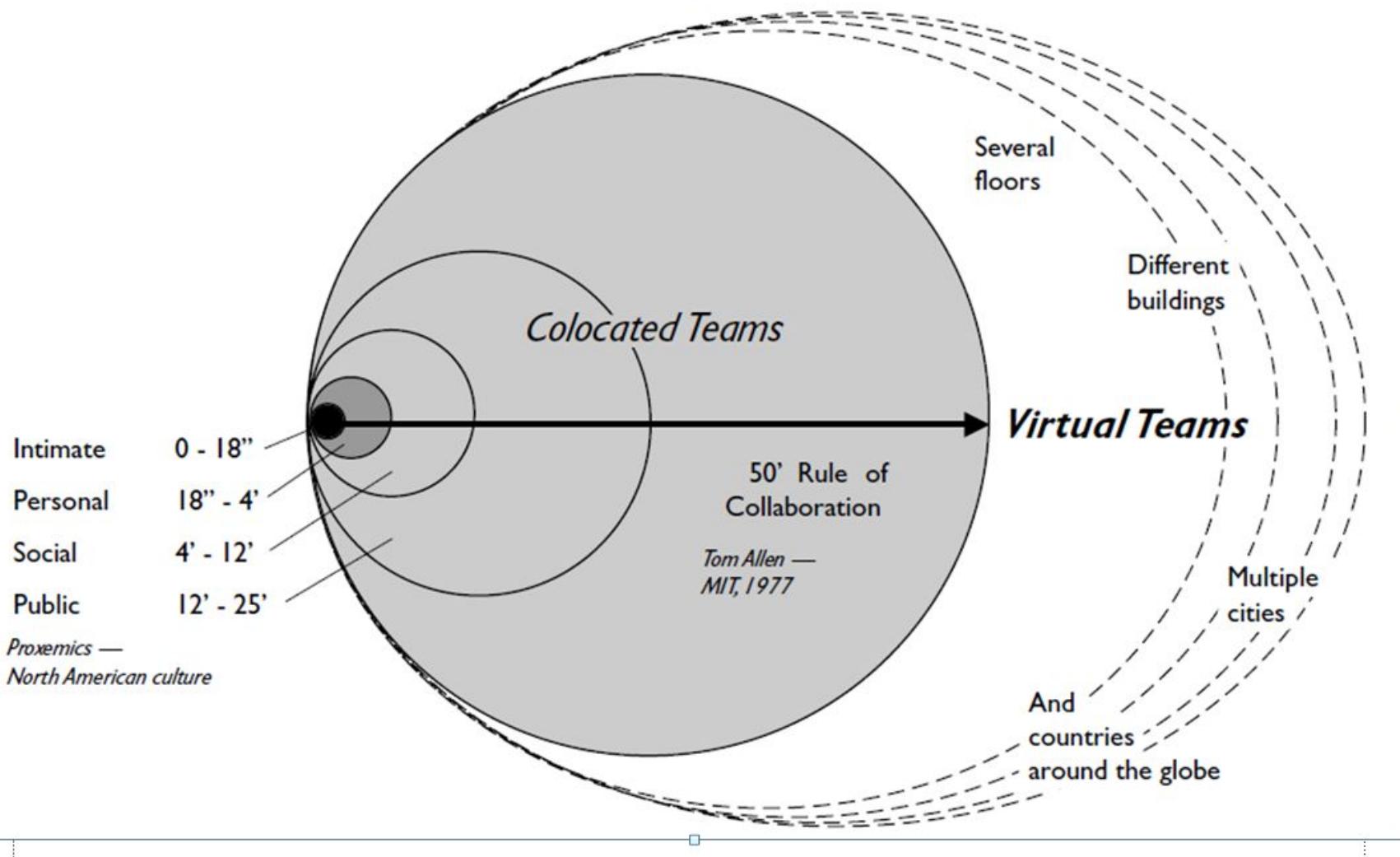
Collaboration: Virtual Teams



- **Virtual teams** - Composed of members from different geographic areas and assembled as needed to collaborate on a certain project
 - Challenge of communicating and collaborating at a distance
 - Use of modern technologies to interact, share documents and information



Collaboration: Virtual Teams



Jessica Lipnack and Jeffrey Stamps, *Virtual Teams: People Working Across Boundaries with Technology*, Wiley, 2nd ed., 2000

Collaboration: Groupware

• Groupware

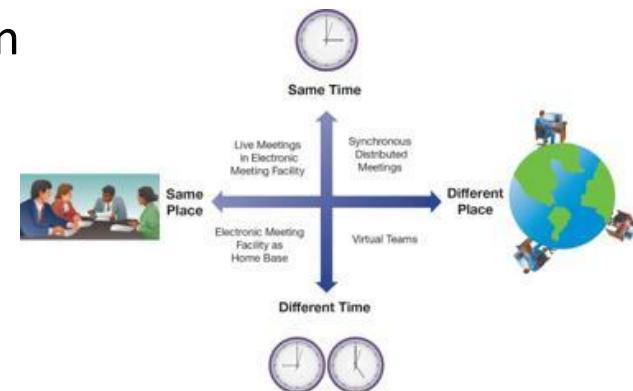
- Systems that integrate computers and communications systems to implement group techniques to support communication, coordination, and decision making via structuring the processes and contents of teamwork

• Synchronous tools

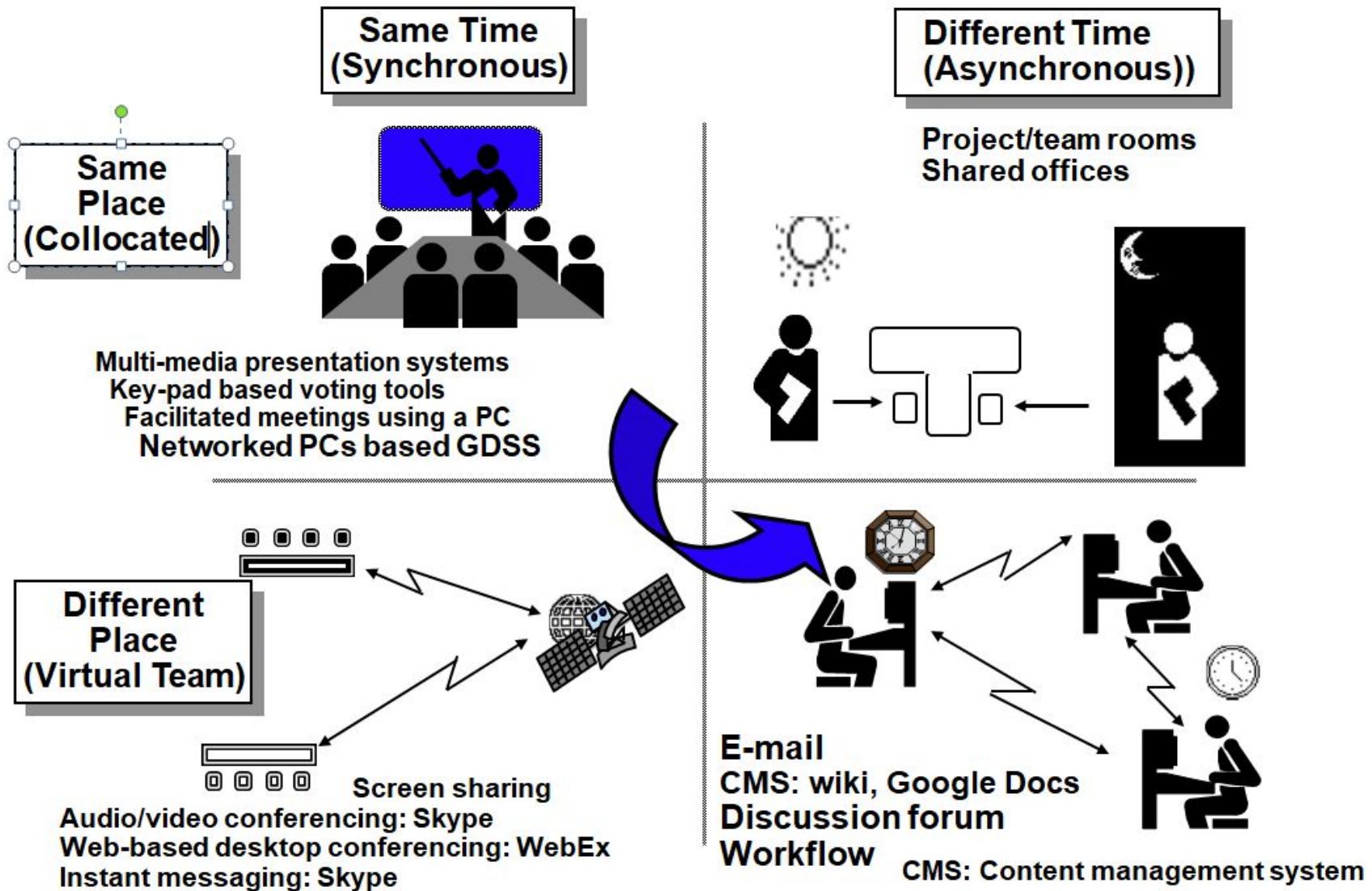
- At the same time: shared whiteboards, online chat, electronic meeting systems, and video communication systems

• Asynchronous tools

- Disconnected in time: e-mail, workflow automation systems, intranets, group calendars, collaborative writing tools, discussion forums



Collaboration: Groupware



Collaboration: Electronic Meeting System



- **Electronic meeting system (EMS)** - Utilizes networked computers and sophisticated software to support various group tasks
 - Synchronous and structured meeting process
 - Electronic idea generation, idea evaluation, and voting
 - Helps groups stay on track and avoid costly diversions



Source: Konstantinos Kokkinis/Shutterstock.

Collaboration: Videoconferencing



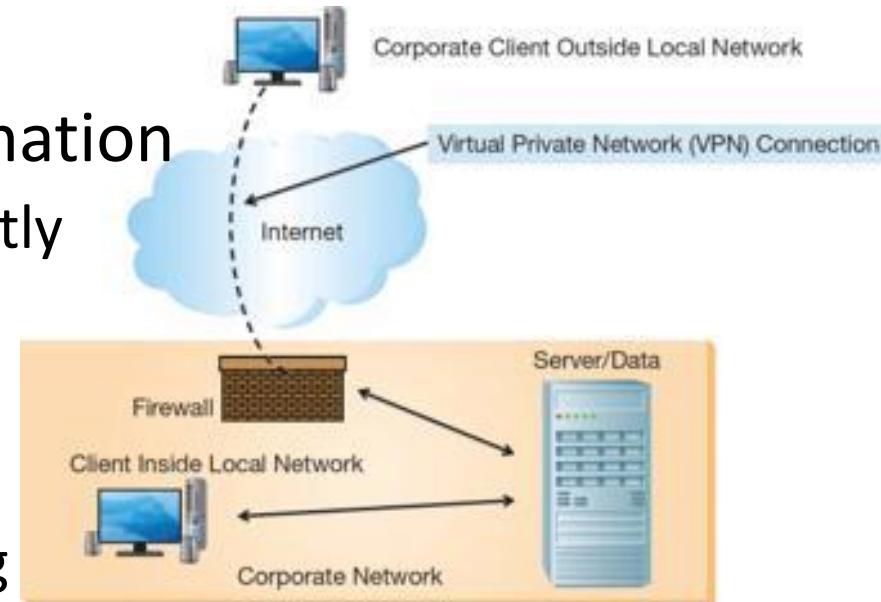
- **Videoconferencing** - Simple solution to the problem of people needing to talk who are in different locations
- Desktop Videoconferencing
 - Simple and low cost
 - Internet based
 - Support one individual at each site
- Dedicated Video Conferencing
 - Organizational conference rooms
 - Multiple people and/or locations
 - In real time as if in the same room
 - Highly realistic/excellent video and audio quality
 - Can be extremely expensive, up to \$500K



Intranets and Employee Portals

- **Intranets** - To share documents and information within the organization

- Real-Time Access to Information
 - Updated information instantly available throughout the organization
- Enterprise Search
 - Company focused, including corporate databases
- Collaboration
 - Document sharing and co-editing



- Employee Portals
 - Employee benefits self-service

Cognitive Collaboration: Key Aspects



Is too much information a bad thing?

Workers need information and context to do their jobs



36%

Time in a typical day spent searching for or consolidating information.



31

Average number of people who workers interact with on a daily basis in and outside their organization.



61%

of workers need 4+ apps, and 13% access 11+ apps on a daily basis.



34

Apps in a typical software-as-a-service (SaaS)-based organization.

- Information overload waste valuable time, creates inefficient interactions, and hurts productivity
 - 44% of workers do not find the information they need to do their jobs.
 - 45% of people spend more half of their day in meetings
 - 44% of workers don't find information they need to do their job
 - Not finding the right information leads to a 16% productivity impact



Cognitive Collaboration: Key Aspects

- **Cognitive Collaboration** - The combination of artificial intelligence (AI) with cloud communications and multiple enterprise data sources brings people together with more context, to ensure that nothing stands between people and productivity.

1

People context

- Delivers relevant information about people's profiles and actions
- Provides more meaningful customer journeys
- Creates stronger relationships

2

Business workflows

- Predicts based on prior behaviors
- Recommends, identifies, anticipates
- Improves processes, experiences, and outcomes



Data insights

- Learns from user profiles, feedback, responses, preferences, and interactions
- Delivers relevant information, bridging the productivity gap

Workspace intelligence

- Makes collaboration more intuitive
- Adapts to different types of user interactions and meetings
- Accelerates decision making

3

4

Cognitive Collaboration: Benefits

- Process efficiencies
 - Automates tasks and events
 - Optimizes workflows
 - Deepens knowledge and silos
- Workforce productivity
 - Provides needed context to interactions
 - Enhances collaboration
 - Improves worker productivity
- Customer experience
 - Evolves the contact center from reactive care to predictive care
 - Empowers agents with context improve first-contact resolution
 - Improves the customer journey and lifetime value
- Competitive advantage
 - Accelerates communications and business processes
 - Improves responsiveness
 - Enhances customer interactions

[isco: Cognitive Collaboration](#)

The Sharing Economy, Collaborative Consumption



Sharing the Economy

- Technology allows diverse groups of product and service providers to connect with consumers
 - Tech-fueled marketplaces
 - Far greater reach and efficiency than traditional markets.
- Generation of ‘citizen suppliers.’
 - Product owners become providers of rentals.
 - New class of micro-entrepreneurs providing personal services.
- Collaborative Consumption of the products
 - An individual takes possession of an item for a period of time and then returns it for use by others.
 - Internet-enabled market makers.
 - Roots in eBay and Craigslist.

Sharing Economy Companies Characteristics



- Based on The Economics and Statistics Administration of the U.S. Commerce Department Report, June 2016
 - Use information technology to facilitate peer-to-peer transactions.
 - Rely on user-based rating systems for quality control,
 - Offer working hours flexibility to the providers of the service via digital platforms
 - Rely on the workers using their own tools and assets .



<https://journalistsresource.org/studies/economics/business/airbnb-lyft-uber-bike-share-sharing-economy-research-roundup>

Collaborative Consumption



- Collaborative Consumption (Sharing the Economy) involves
 - The recirculation of goods,
 - Increased utilization of durable assets,
 - Exchange of services,
 - Sharing of productive assets.
- Benefits
 - More efficient matching of supply and demand,
 - Lower costs,
 - More efficient resource use,
 - Provide a level of reach and services unavailable before.



Sharing Economy Companies

- Money Lending
 - LendingClub, Kiva, Prosper
- CrowdFunding
 - KickStarter, GoFundMe, Indiegogo
- Pre-owned
 - eBay, Craigslist, thredUp
- Loaner products
 - Zilok, Chegg.
- Custom products
 - Etsy, CustomMade.
- Office Space:
 - LiquidSpace, ShareDesk.
- Places to Stay:
 - Airbnb, HomeAway, Couchsurfing



Sharing Economy Companies

- Services:
 - Professional services
 - Upwork, CrowdSpring.
 - Personal services
 - Angie's List, Handy, TaskRabbit.
 - Delivery
 - DoorDash, Dashed, Deliv, Instacart, Postmates, Drizly
- Transportation
 - Transportation Services
 - Uber, Lyft, Didi
 - Loaner Vehicles:
 - Turo , ZipCar

Angie's list



crowdSPRING



Collaborative Consumption: Fueling Factors



- Prolonged worldwide economic recession
 - Stagnant wages boosted consumer interest in low-cost alternatives
 - Encouraged people to offer services for hire
- Social technologies
 - Collecting and sharing ratings
 - Ensuring payment
 - Scheduling convenience



Collaborative Consumption: Competitive Factors



- Early players gain scale, brand, and financial resources.
- Peer-to-peer supply without need for inventory.
 - Some services do oversee inventory to gain more control and offer higher quality.
- Marketplaces extend the value chain by connecting suppliers and customers
 - Search and discovery
 - Scheduling and payment
 - Reputation management and more



ClassPass provides choice and variety for fitness customers.

Collaborative Consumption: Social Media



- Social Media, word-of-mouth sharing and the virality accelerate the growth of the sharing economy
 - Brand ambassadors
 - Discounts for sharing
- Concerns include
 - Trust and safety issues,
 - Ratings can help with trust, safety, and service but ratings can also be unfairly bias
 - Insurance, taxes and regulatory fees.

Collaborative Consumption: Safety and Regulation



- Evolving policies to address safety issues.
- Insurer's issues with sharing economy participants
 - Some offer service providers additional coverage and protection guarantees
 - Uncertainty if they will pay out for a "sharing economy" incident or refuse.
- Rival efforts represent very powerful lobbies.
- Uncertainty around the ability to continue considering their workers as independent contractors
 - Gained attention of state and federal agencies
 - Raised concern of class action lawsuits
 - California Assembly Bill 5
 - Passed by The California Senate on September 18, 2019
 - Require some sharing economy companies to treat workers as employees, not contractors.
 - California Prop 22
 - Received majority support from CA voters on November 3, 2020
 - Allow some businesses to continue categorizing rideshare drivers and delivery service providers as part of the "gig" economy.

Collaborative Consumption: Future Outlook

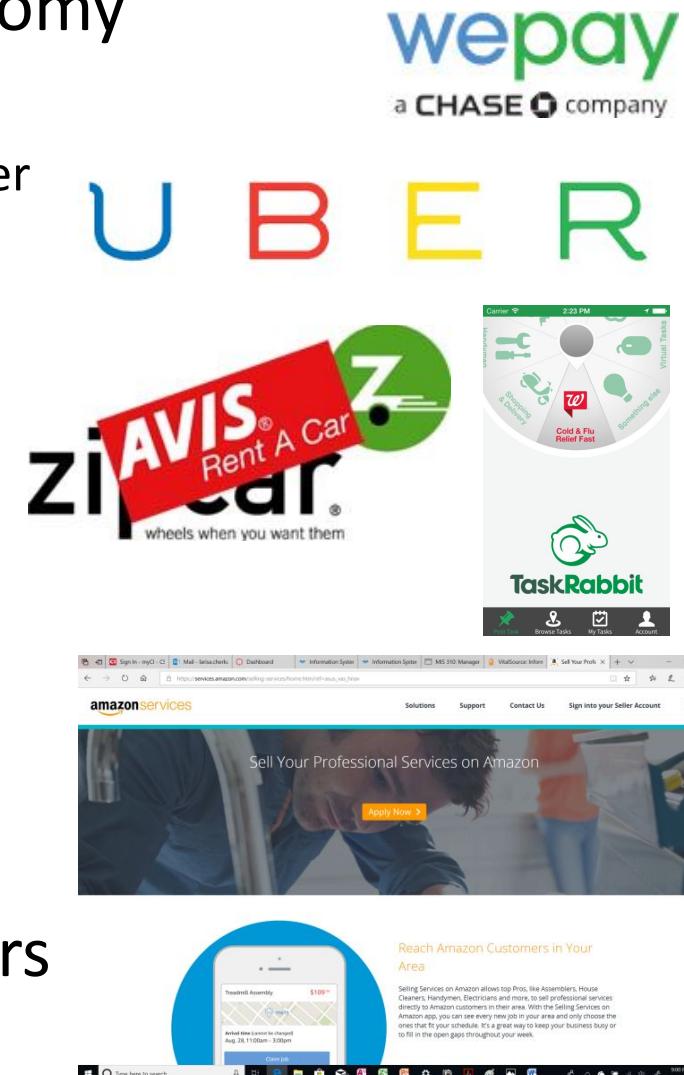
- Larger firms invest in shared economy companies

- Google & Toyota: Substantial investor in Uber
- General Motors: Invested in Lyft
- Volkswagen: Invested in Gett
- Apple: Invested in Didi
- Conde Nast: Invested in Rent the Runway
- Avis: Acquired ZipCar
- JPMorgan Chase: Acquired WePay

- Partnerships

- Walgreens: TaskRabbit partnership
- IBM: Delivery deal with Deliv
- W Hotel in NY with Desks Near Me

- Firms enter as outright competitors
- Amazon Home Services marketplace



Review Questions

- What are the sharing economy companies characteristics based on The Economics and Statistics Administration of the U.S. Commerce Department Report?
- What does collaborative consumption involves?
- What are the safety and regulation concerns related to sharing economy? Discuss at least 3.