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ACTION *and* MEDIA *in* INTERORGANIZATIONAL INTERACTION

Coordinating the role of IT with business processes.

The language-action perspective (LAP) has contributed to several models of coordination of work. In the seminal work of Winograd and Flores [12] the conversation-for-action (cfa) scheme was introduced. This scheme describes, as a kind of generic construct, how two actors come to an agreement about what is to be done. There is someone who asks for the work and someone to perform the work. There are several approaches to business modeling following the cfa scheme. The two most famous approaches seem to be Action Workflow [9] and DEMO [1]; see the article by Dietz in this section for more on the DEMO methodology. The general idea is to get a business model of how people, through conversation, coordinate their work. Such a business model, focusing on coordination, should be seen as foundational for the development of supporting software. The LAP spirit is to consider software as a tool for coordination.