

Enterprise 2.0

Research Challenges and Opportunities

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EXTENDED ABSTRACT

Today's enterprises are caught in the middle of a major financial crisis that is undermining their profit and growth and even jeopardizing their survival. To respond to this crisis, enterprises have launched different initiatives to improve their business processes and align their strategies with market needs, for example. Regular enterprise applications implement structured business processes in which the steps to perform are well defined. While this is beneficial for enterprises, there is little room for creativity in performing such processes without triggering a complex re-thinking process. Usually this process takes time to implement and analyze its effects, which is sometimes late and inefficient due to business constant changes. Several decisions are to be made on the fly and could tap into the large volume of data that Web 2.0 (social) applications (e.g., social networks, blogs, and wikis) generate.

Social applications rely on users' ability and willingness to interact, share, and recommend. However the richness and complexity of information in these applications pose challenges for enterprises on how to capture and structure this information for future use while preserving user privacy and information sensitivity. The social "fever" has caught every single activity of people's daily life ranging from sharing live experiences online to seeking feedback on any matter like what to wear for a special occasion. A report encourages enterprises to allow their employees to embrace social applications in order to establish and foster contacts with their colleagues, customers, and suppliers (B. Peter and R. Reeves. *Network Citizens: Power and Responsibility at Work*, Demos, 29 October 2008, www.demos.co.uk/publications/networkcitizens). This should impact in a positive way productivity, business development, and collegiality as long as these applications are used in a controlled way.

This presentation offers a research roadmap on the challenges and opportunities that Enterprise 2.0

(aka Social Enterprise) has to deal with and tap into, respectively. Contrary to traditional enterprises with a top-down command flow and bottom-up feedback flow, these flows in Enterprise 2.0 cross all levels and in all directions bringing all people together for the development of creative and innovative products and services. McAfee was the first to introduce the term Enterprise 2.0 as the use of emergent social software platforms within or between companies and their partners or customers (A. P. McAfee, *Enterprise 2.0: The Dawn of Emergent Collaboration*, MIT Sloan Management Review, 47(3), 2006). Enterprise social software should work hand-in-hand with regular business processes to ensure Enterprise 2.0 success (BLUEKIWI, *The State of Social Business 2013: The Maturing of Social Media into Social, Business*, blueKiwi report, 2013): "Enterprise 2.0 only works if it is part of a business process. It's great to work in new ways, but it's not enough. To make it real, it has to be very practical". Enterprise 2.0 should develop techniques and guidelines that would allow weaving social relationships (e.g., collegiality, fairness, and trustworthiness) into their operation. This should lead into a new form of business processes in the enterprise that reinforce the fact that employees establish and maintain social networks of contacts, rely on some privileged contacts when needed, and form with other peers strong and long lasting social collaborative groups. In today's economies, an enterprise's ability to sustain its growth and competitiveness depends on how well it manages from a social perspective its communications with stakeholders that are customers, suppliers, competitors, and partners (Y. Badr and Z. Maamar. *Can Enterprises Capitalize on Their Social Networks?* Cutter IT Journal, Special Issue on Measuring the Success of Social Networks in the Enterprise, 22(10), October 2009).

BRIEF BIOGRAPHY

Zakaria Maamar is a Professor and Assistant Dean in the College of Information Technology at Zayed University in Dubai, United Arab Emirates. His research interests are primarily related to service-oriented computing, social computing, and system interoperability. Dr. Maamar graduated for his M.Sc. and Ph.D. in Computer Sciences from Laval University in Canada in 1995 and 1998, respectively. Related Experiences: Organizer of several workshops in the past Quan Z. Sheng, Aikaterini Mitrokotsa, Sherali Zeadally, Zakaria Maamar (Eds.): RFID Technology-Concepts, Applications, Challenges, Proceedings of the 4th International Workshop, IWRT 2010, In conjunction with ICEIS 2010, Funchal, Madeira, Portugal, June 2010. SciTePress 2010, ISBN 978-989-8425-11-9 Soraya Kouadri Mostéfaoui, Zakaria Maamar, George M. Giaglis (Eds.): Ubiquitous Computing, Proceedings of the 3rd International Workshop on Ubiquitous Computing, IWUC 2006, In conjunction with ICEIS 2006, Paphos, Cyprus, May 2006. INSTICC Press 2006, ISBN 978-972-8865-51-1