

Community and Social Networks: *Strategic Implications for Enhanced Business Use of ICT*

Presentation to the:
Emerging Industrial Technology
Strategy Review Board (SRB)

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Business ICT Adoption Cycle

- ❑ Phase I: Business and industry adopt ICT seeking new production and distribution efficiencies.
- ❑ Phase II: Business and industry integrate ICT in transformative ways to create new products/services with new innovative methods.

Traditional Industry Example:
From Mainframe Computing to Mobile Everything



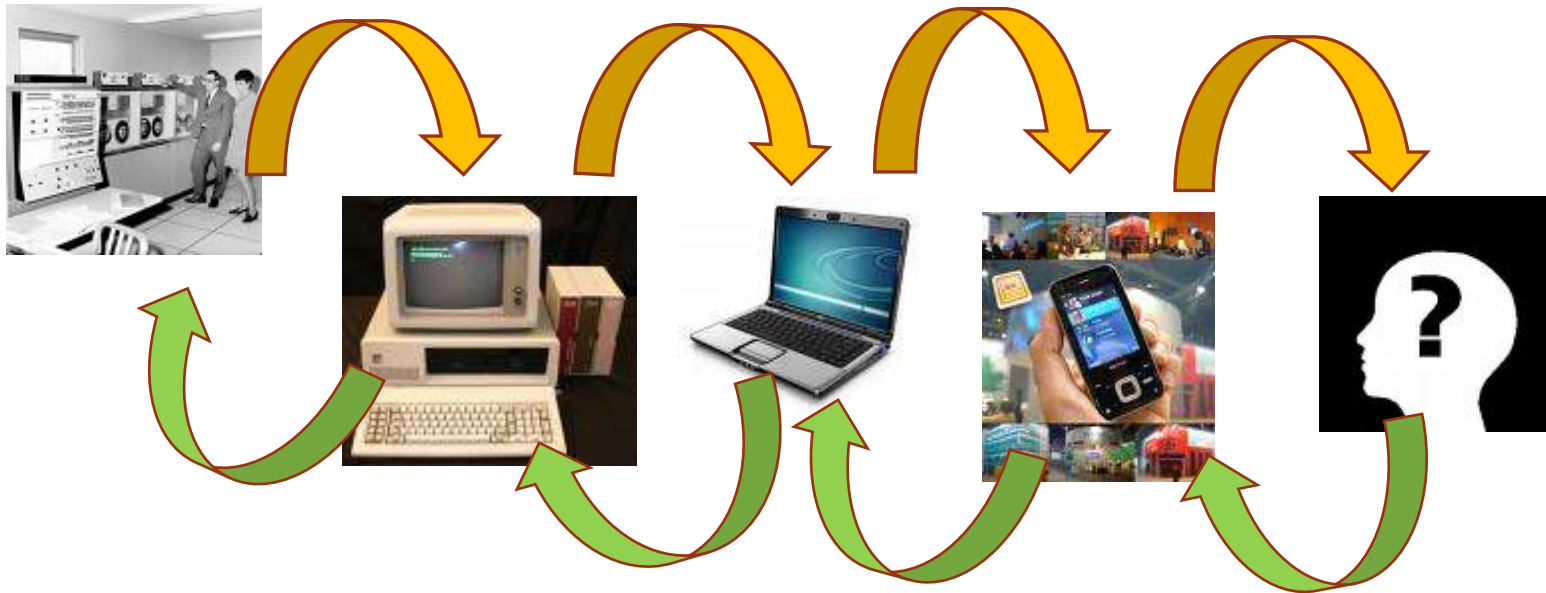
Business District Innovation Example: Thamel.com

Commercial social networking bringing Thamel to Nepalese living throughout the world.



Business ICT Innovation Cycle:

Today's Transformative ICT Use is Tomorrow's Adopted Use



PHASE I: New Business
Efficiencies

Adopt ICT

- Better Products
- Broader Markets
- Improved Service
- Higher Productivity

Business ICT Innovation Cycle

PHASE I: New Business Efficiencies

Adopt ICT

- Better Products
- Broader Markets
- Improved Service
- Higher Productivity

Automation
Smart Systems
Integrated Supply Chains
Data Storage

Business ICT Innovation Cycle

Phase I: New Business Efficiencies

Phase II: Transformative Business Uses

Adopt ICT

- Better Products
- Broader Markets
- Improved Service
- Higher Productivity

Transform with ICT

- New Products/Services
- Higher Competitiveness
- Worker/Customer Engagement
- Decentralization

Business ICT Innovation Cycle

Phase II: Transformative
Business Uses

Transform with ICT

- New Products/Services
- Higher Competitiveness
- Worker/Customer Engagement
- Decentralization

Virtual Networks
Collective
Knowledge Building
Anticipatory
Insights

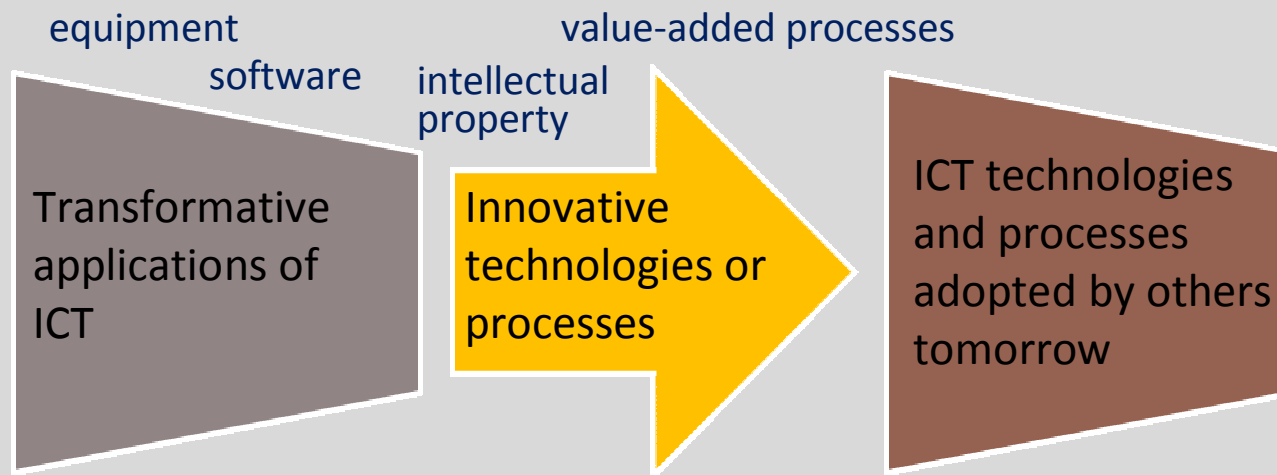
Business ICT Innovation Cycle

Enabling Transformative Use of ICT

- ❑ ICT uptake by business and industry is not an end objective by itself
- ❑ Rather ICT is valued because its adoption can lead to OUTCOMES such as growth, jobs, improved competitiveness and so forth.

Enabling Transformative Use of ICT

The most successful regional economies are innovation leaders that create the technologies and processes that are adopted by others around the globe tomorrow.



The Source of Innovation:

Transformative Business/Industrial uses of ICT originate from people who think about old problems and in new ways more often than the availability of a new technology.



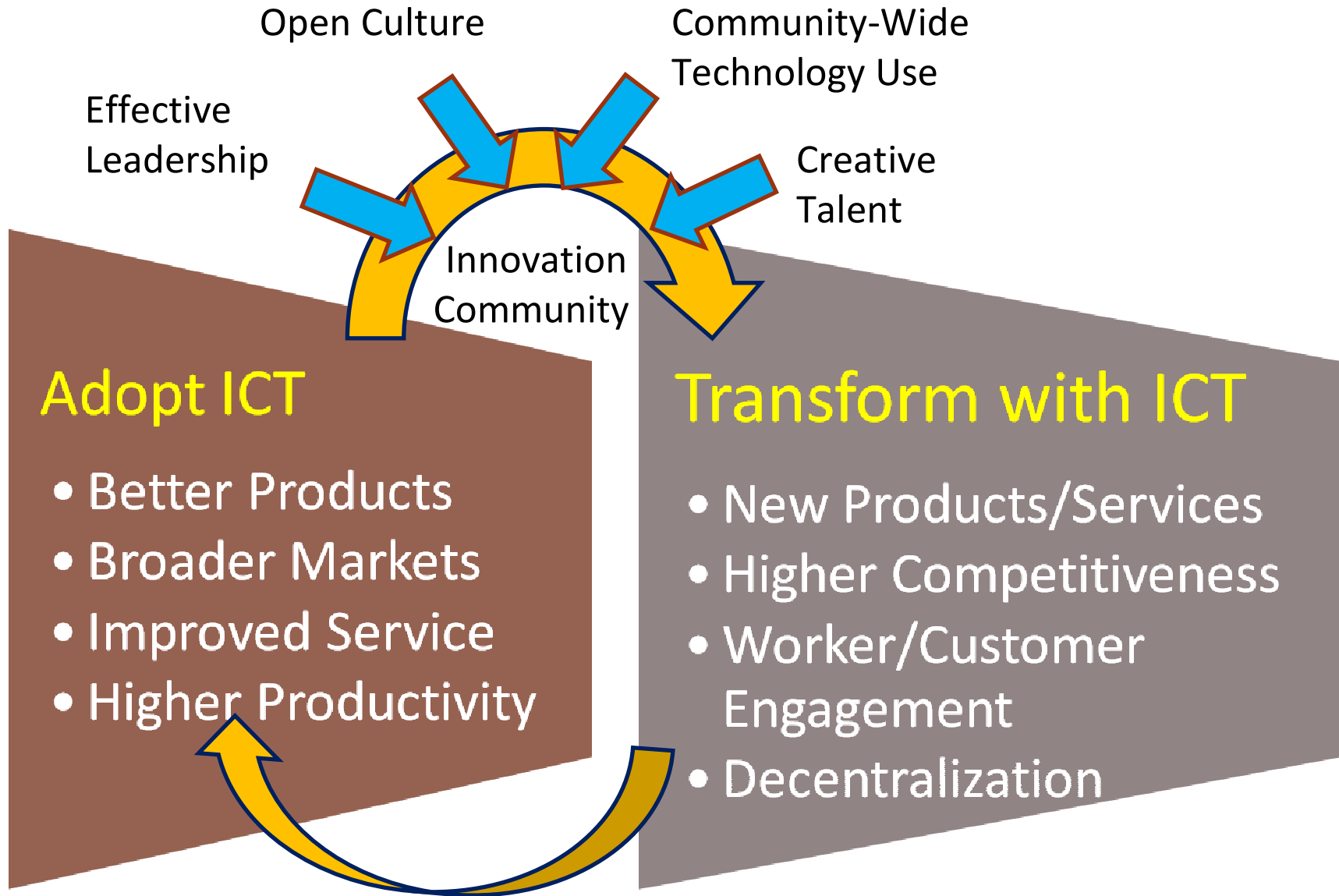
To Encourage Innovation:

We must first discover what attracts and motivates people to think about challenges in new and creative ways.

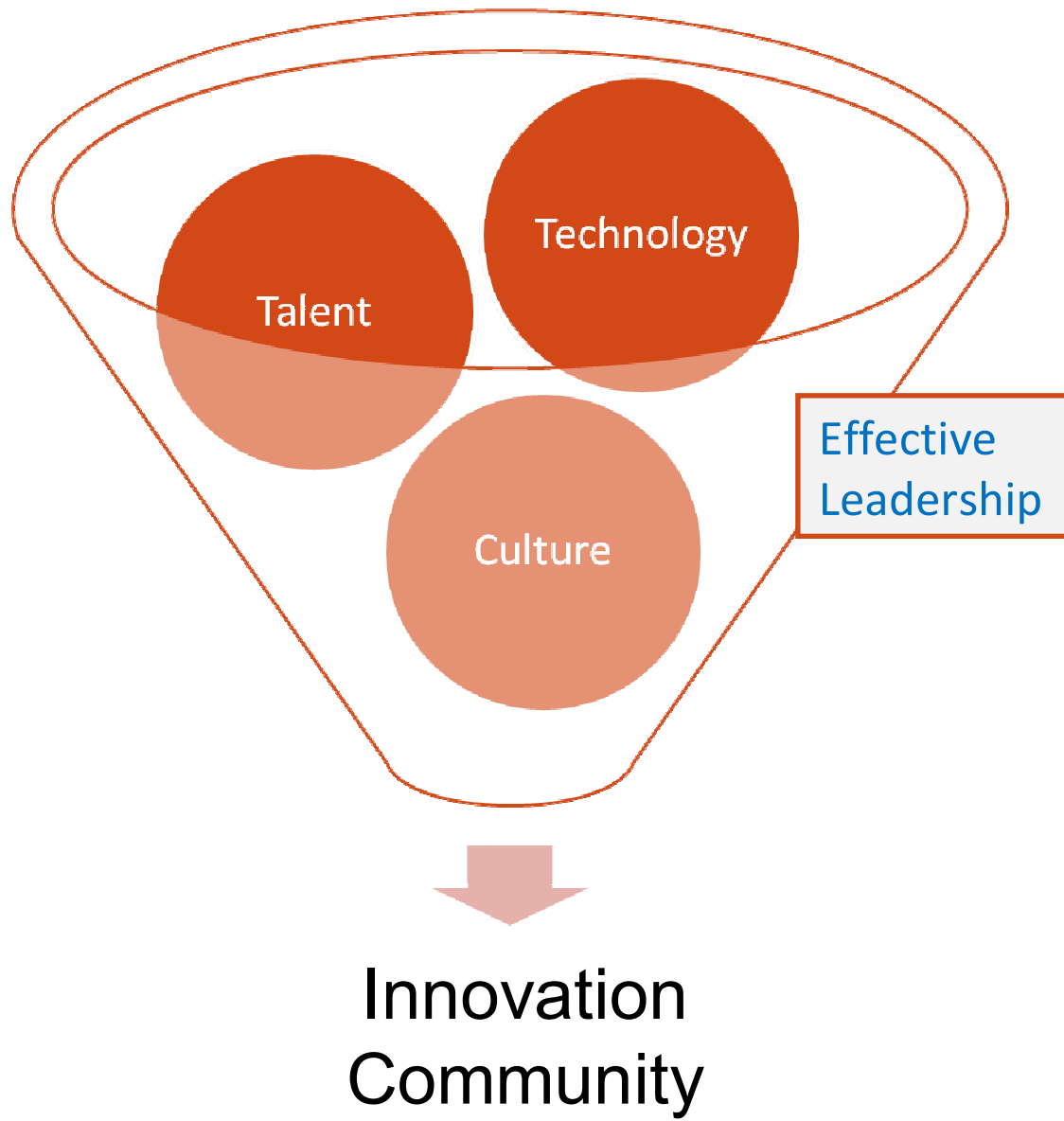
References

□ Professor Richard Florida, *The rise of the creative class and how it's transforming work, leisure, community and everyday life*

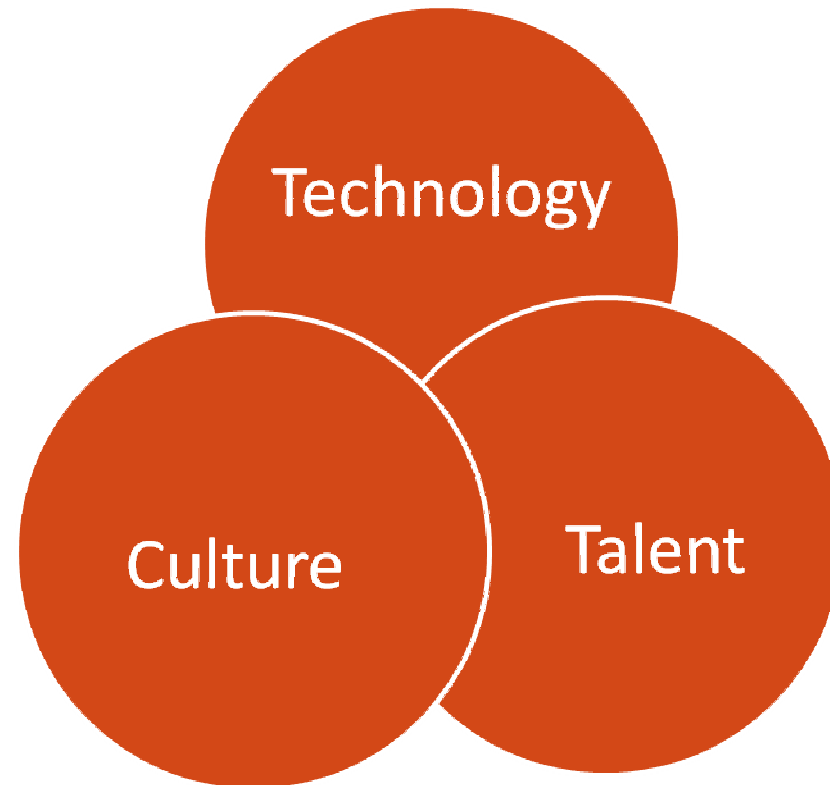
□ European Union, *TRANSFORM project*
<http://www.transform-eu.org/>



Business ICT Innovation Cycle



Technology, Culture and Talent are Interdependent Within the Community Innovation Process





Culture Shift

Creative Initiatives

- ❑ Borrow from methods of anthropology and ethnography to gain insights on the local cultural context of technology adoption and usage.
- ❑ Utilize these insights to facilitate broad-based consensus on a strategic vision of an alternative future with expanded transformational use of ICT by business and industry.

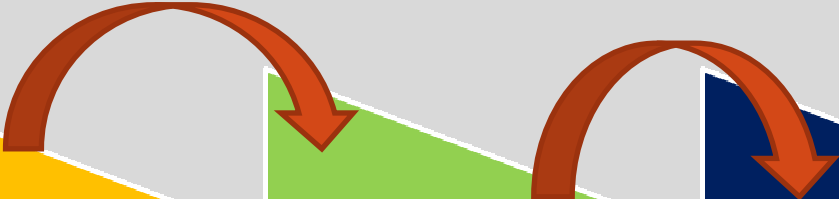
Culture Shift

Creative Initiatives

Cultural Research

Strategic Vision

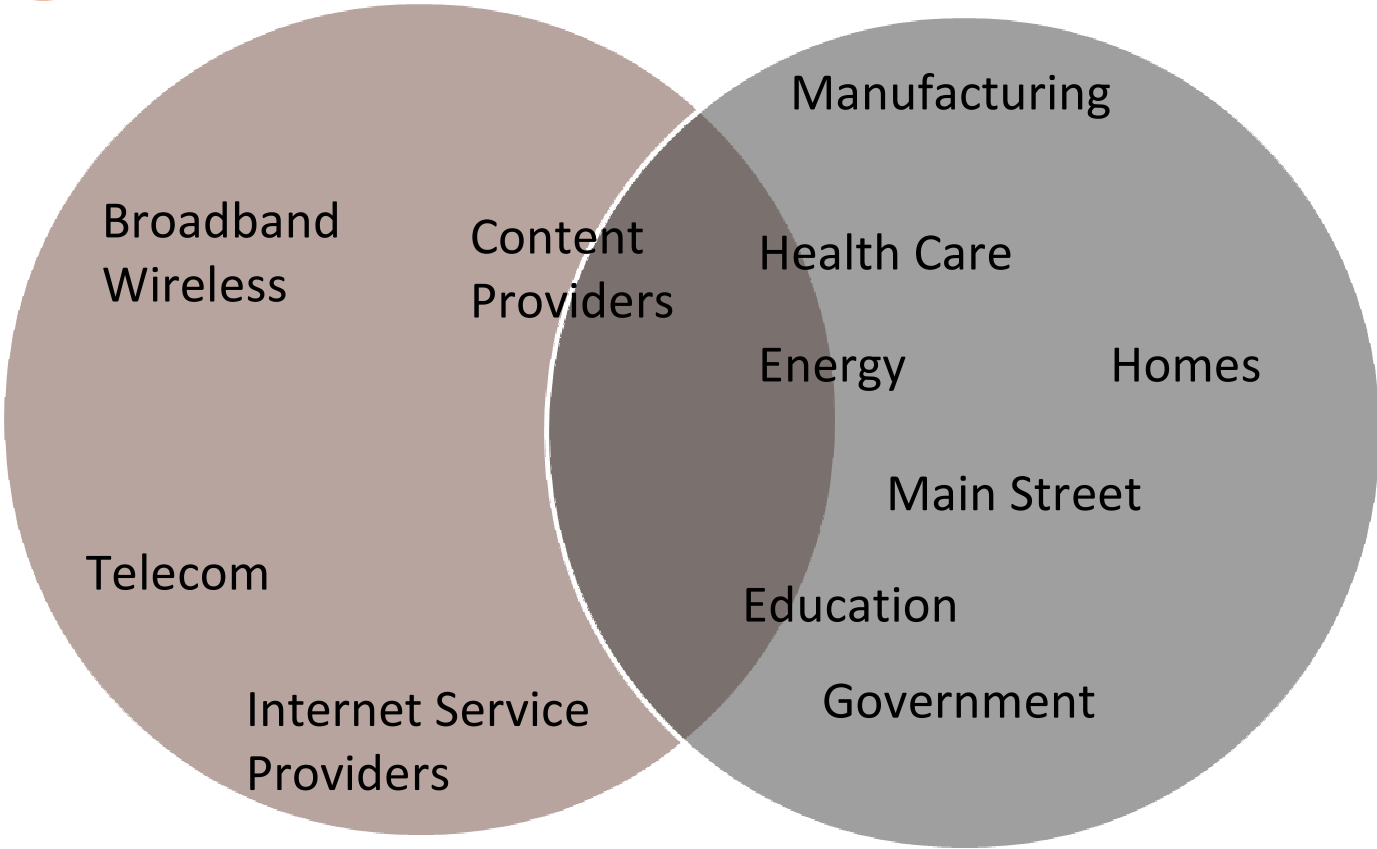
Action Strategy



Wide
Community
Technology
Usage

Creative Initiatives

Comprehensive Community Technology Planning



Providers

Consumers

Culture
Shift

Wide
Community
Technology
Usage

Creative Initiatives

Business On-line interactive media technologies create critical participatory knowledge sharing forums with:

- employees
- customers
- peer organizations
- community and social networks

BENEFITS

- ✓ Customer/employee input to product/service innovation
- ✓ More cohesive communities
- ✓ Skill building in distributed work
- ✓ Relationship marketing

Culture Shift

Wide
Community
Technology
Usage

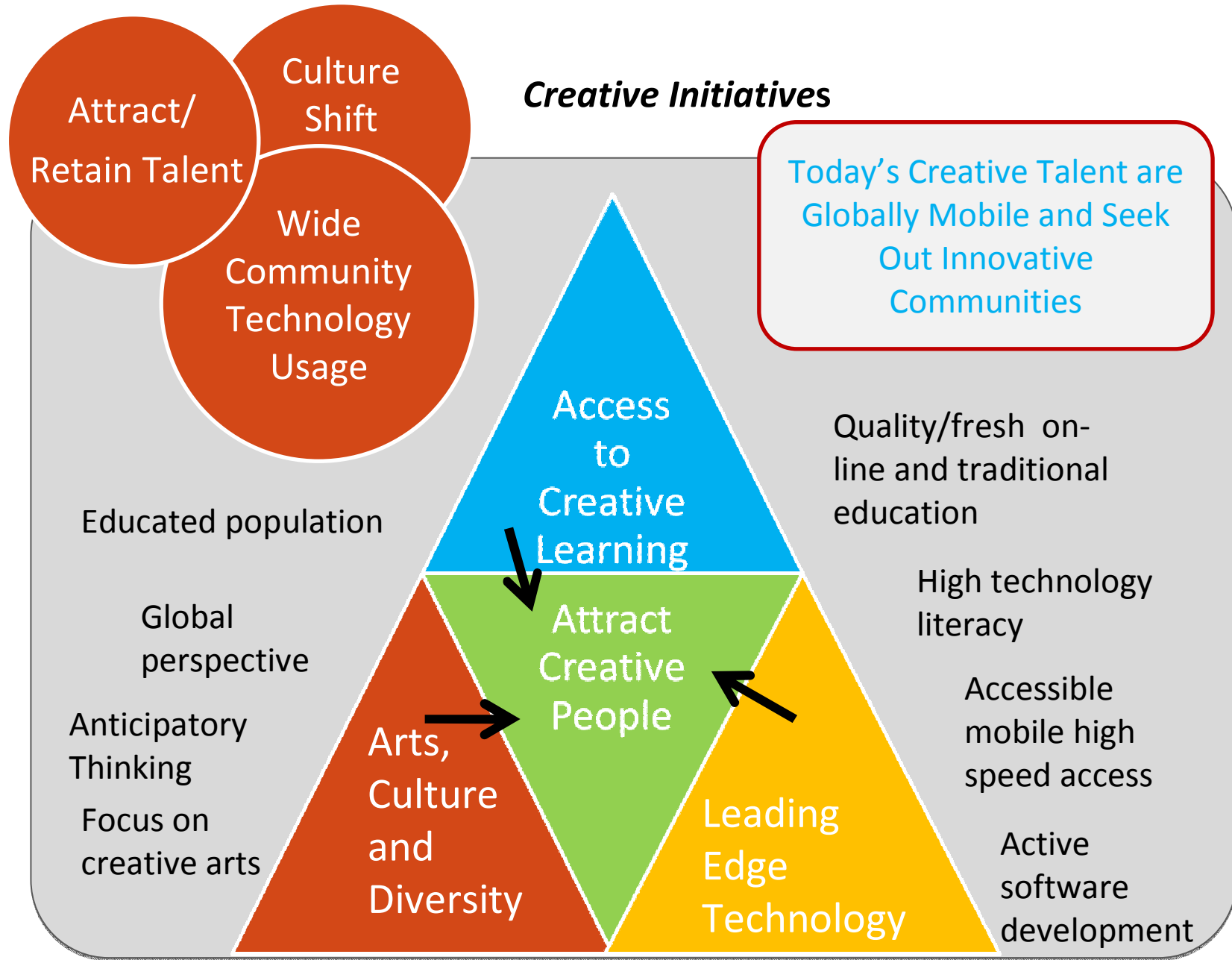
Creative Initiatives

Business On-line interactive media technologies create critical participatory knowledge sharing forums with:

Community Building and Mobility

- em
- cus
- pee
- con





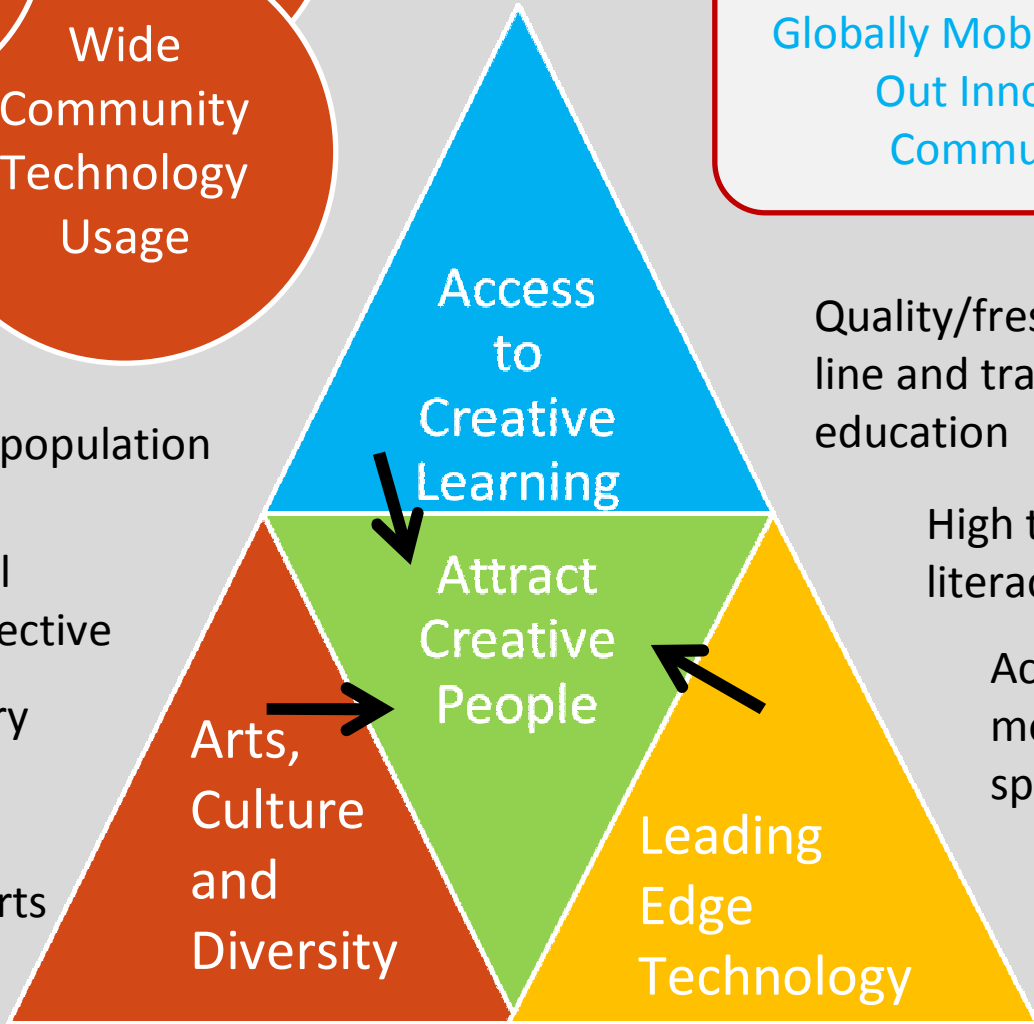
Creative Initiatives

Attract/Retain Talent

Culture Shift

Wide Community Technology Usage

Today's Creative Talent are Globally Mobile and Seek Out Innovative Communities



Educated population

Global perspective

Anticipatory Thinking

Focus on creative arts

Quality/fresh on-line and traditional education

High technology literacy

Accessible mobile high speed access

Active software development

Discussion

Propositions

- ❑ “Hard technology” investment alone is not sufficient to achieve the desired improvement in competitive positioning of business and industry.
- ❑ Desired outcomes are more probable in today’s global economy if transformative business ICT use is enabled through the intentional development of supporting community and social networks.

Discussion

Propositions

- The world's "innovation communities" will be the most probable magnets for both people and investment that will lead future transformative business applications of ICT.

Discussion

Considerations for SRB Agenda

Cultural Context

Invest in multi-disciplinary research to obtain insights into the specific regional cultural context necessary to frame an action strategy leading to expanded transformative business use of information communication technology.

Discussion

Considerations for SRB Agenda

Holistic Development Focus

Promote multi-disciplinary and cross-agency collaboration within initiatives intended to expand business/industry ICT adoption and use.

Education	Civic Organizations	Local Government
Arts and Culture	Health Care Energy Sector	Business Organizations

Discussion

Considerations for SRB Agenda

Leverage Social Networking Technologies

Strategically utilize available community technologies to enhance the enabling environment for innovative business use of ICT:

- ✓ Community discussion forums
- ✓ Knowledge sharing around innovative ideas
- ✓ Connecting people with similar interests
- ✓ Creating awareness of local arts and culture

Questions/Discussion