



## ISM SEMINAR

Spring Term 2014

- Speaker:** Natalia Levina (NYU Stern and WBS) & Emmanouil Gkeredakis (WBS and NYU Stern)
- Title:** Exploring IT-enabled opportunities for crowdsourcing new knowledge production: An Epistemic Stance Perspective (In collaboration with Anne Laure Fayard (NYU))
- Date:** Friday 24 January 2014
- Venue:** B3.19, WBS, Scarman Road
- Time:** 14.00 – 15.30
- Abstract:** Novel IT-enabled arrangements for ‘open’ work, in particular crowdsourcing, have begun to challenge established ways of new knowledge production and innovation in organizations. However, current perspectives do not explain how possibilities for re-organizing new knowledge production through crowdsourcing may be understood and created across different organizations. Drawing on philosophy of science, the paper explores how firms’ enacted epistemological beliefs in relation to the generation of novelty shape their engagements with crowdsourcing. The proposed perspective is developed inductively and illustrated through two in-depth studies of innovation consulting firms, which considered and experimented with crowdsourcing in surprising ways. The two firms we studied, InnoDelta and InnoGamma, considered the possibility of crowdsourcing differently and only InnoDelta decided to experiment with crowdsourcing, despite the fact that its traditional work arrangements and approach to innovation were much more distant from conventional principles of crowdsourcing than those of InnoGamma. We found that the unexpected responses of the two organizations reflect their distinctive epistemological beliefs, what we call, epistemic stances on innovation. The paper offers theoretical insights to understand the complex social processes by which the emergence of crowdsourcing platforms for new knowledge production and innovation are brought about.
- Biography:** *Natalia Levina* is an Associate Professor in the Information, Operations, and Management Sciences (IOMS) department at the Stern School of Business, New York University and a Professor at Warwick Business School. Professor Levina uses organizational theories to understand strategic and operational complexities involved in managing multiparty collaborative relationships.
- Emmanouil Gkeredakis* is Senior Research Fellow at Warwick Business School and Visiting Research Scholar in IOMS department at Stern NYU. Dr Gkeredakis is interested in examining the dynamics of organizational practices of coordination and decision making and the emergence of novel IT-enabled organizing forms, such as crowdsourcing, from a social theoretical perspective.
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