



ISM SEMINAR
Summer Term 2014

Speaker: Professor Michael Barrett, Judge Business School, University of Cambridge
Title: Unexpected Trajectories in Global Collaborative Innovation: Developing Mobile Services in Sub-Saharan Africa
Date: Tuesday 13 May 2014
Venue: B1.19, WBS, Scarman Road
Time: 12.00

Abstract: There has been a growing interest in collaborative innovation that emerges across multiple countries. Recent work has provided insight on innovation phases and how human actions influence innovation trajectories. Yet we know little about how the innovation trajectory is enacted as it interacts with other local and global trajectories. Given both the spatial nature of trajectories and the increasing importance of the global landscape of innovation, we contribute a spatial and relational understanding of innovation trajectories. We conducted an in-depth longitudinal study of the development, pilot, launch, and deployment of an innovative mobile payment system within Sub-Saharan Africa. Drawing on theoretical perspectives from human geography studies, we develop an understanding of innovation trajectories as performed through relational and material practices that can account for heterogeneity, multiple geographies and uncertainty. Our study reveals the difficulties of traditional innovation approaches that focus on the process of developing, piloting, scaling and rolling out an innovation in understanding the trajectory of global collaborative innovation. We show how the focal innovation trajectory intersects with multiple other trajectories and becomes reshaped in unexpected ways.

Biography: **Michael Barrett** is Professor of Information Systems and Innovation Studies and Subject Group Head of Organizational Behaviour and Information Systems at the Judge Business School, Cambridge University. His research interests focus on the role of social theory and discourse in understanding technology-enabled change, knowledge and service innovation, and the role of digital infrastructures in facilitating social innovation. He is currently Senior Editor of *MIS Quarterly* and *Information & Organization* and is on the editorial board of *Organization Science*. His research has been published in journals such as *Information Systems Research*, *MIS Quarterly*, *Academy of Management Journal*, and *Organization Science*.

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