

Preface

Today, Collaborative Innovation (CI) approaches in organization systems seek to integrate culture, behaviors, beliefs and values that can contribute to the unique social and psychological environment of an organization to improve productivity. Organizational Innovation brings together important insights from other related fields into a guiding concept that can be useful for developers and scholars. Innovation within organizations are always challenging and there is a demand for increased of productivity internally as well as externally to determine the future of large companies, and to make them more indistinguishable with what consumerism products they offer across their value chain. To compensate for this shift in consumerism, there is a need for a deviate from an industry-based to an information-based economy, which demands new organizational capabilities and human skills, not just at macro but also micro level (Elkjaer, 2003). CI can provide the necessary support and knowledge for the advancement, creation and implementation (Akhtar & Khan, 2011; Holsapple & Wu, 2011; Chang, 2016) to enable employees to harness productivity and improve business results while gaining competitive and revenues (Chang, 2016; Nonaka & Takeuchi, 1995). As Leven, Holmstrom & Mathiassen (2014) points out, CI represent a structures within an organization where members can have the abilities to interact and cooperate in order to increase productivity and knowledge to steer innovation.

To achieve a more supportive advancement that offers organizations a more fluid creative approach to improve productive and innovations, researchers like (Syahirah, Bibi, & Bazli, 2018; Lanza-Cruz, Berlanga, & Aramburu, 2018; Archer-Brown, Marder, Calvard, & Kowalski, 2018) suggest Social Media Intelligence (SMI) approach that has the abilities to transform knowledge and information based information that is directly relevant to the world economy. The whole idea of using SMI within an organisation is to gain information that is directly interconnected with every changing flux and flows of the dynamic changing world and take advantage to the exchange of goods and trends.

Preface

Organisations are living in a era, where Information Systems (IS) can disseminate and support decisions in reducing uncertainty and to develop knowledge in organizations (Best, 1996b; Kahaner, 1997; Porter & Millar, 1985; Syahirah, Bibi, & Bazli, 2018). Syahirah, Bibi, & Bazli, (2018) indicates that building a community through IS, has improved not just communications between different generations, but they have had the abilities to express and share views, ideas, and ways to improve, business activities “such as selling and buying goods as social media is becoming one of the most effective platform” (Syahirah, Bibi, & Bazli, p1). Information Systems according to (Lanza-Cruz, Berlanga, & Aramburu, (2018), provides tools and strategies for organization to extract process and monitor trends, that can directly affect important decision making. In every changing dynamic global world, we are living in, quality information warrants best results when competing against other organizations. One approach is the use of Intelligence activities, which are based on the intelligence cycle. The intelligence cycle involves accurately identifying your information needs, collecting relevant information, analysing it, communicating the results to the people who need it, and taking rapid and appropriate action (Yin, 2018; Yap, Cheng, Mohamad Hussain, & Ahmad, 2018).

Through the use of Intelligence Cycles, and Quality Information, organizations can make clear decision-making about what products to develop, for what customers, depending on trends, through which distribution channels can assist with reducing the uncertainty that a new product/service development always bring. Rho & Vasilakos (2018) suggests that through using interconnecting processes and relationships organisations can promote collaborative intelligence, and this improving performance and securing competitive advantages.

Value creation in the Western world has come to rely more heavily on intangible resources. This question stems from the top management of a global high-technology company. The top management had realized that mistakes and failures were repeated. Relevance of communication along the innovation process pipeline has remained historically neglected. Efforts have traditionally been managed as separate activities, as Edgar (2013) and Rho & Vasilakos (2018) suggests. Through incorporating unique human characteristics based on our own self capacity and self-consciousness will we be able to learn and improve the production of goods to supply the ever-demanding needs by the consumer.

Garet and Porter et al. (2001) suggests that to for efforts to be improved in managing activities knowledge for professional development must be required through structural instructions on account of the sheer volume and complexity of the learning materials. This knowledge can then be professional shared between others internally through online community either through information Systems (IS)

mentioned above by Syahirah, Bibi, and Bazli (2018) or embracing how technology and open accessibility to learning content can lead to changes in which scholarly research (Costello, 2018) within academia or Intellectual Properties(IP) rights can be used to assist an organization to gain more productivity.

It is up to the organization, to choose the correct process relating to strategic collaborative invocations, that can steer the organizational systems to facilitate successfully by adjusting to latest trends, technologies, individual's communities and also offering staff the latest training to keep them at the top of the game. These approaches, from COP (Community of Practice) sharing ideas within Information Systems (IS) or using latest techniques within scholar activities will ensure and illuminate the effective use of tools to accelerate developmental practices and outcomes (Mupepi, 2017a).

This book is for industry, educators, researchers and academics, looking at how Strategic Collaborative Innovations techniques can be used and harnessed to improve productivity across the global for system organisations.

ORGANIZATION OF THE BOOK

The book is organized into nine chapters. A brief description of each of the chapters follows:

Chapter 1

Marketing trends and competitive information is needed to clear decision-making about what products develop, for what customers, at what cost, through which distribution channels, reducing the uncertainty that a new product/service development always brings. Learning how to extract quality information, unbiased, valuable for business, from these social tools is the aim and this can be achieved through the use of Social Media intelligence.

Chapter 2

Organizational design could be understood as a metaphor to appreciate customer needs through segmentation and extrapolation in pervasive value creation. Corporations need to calculate moves based on knowledge drawn from data to develop performance metrics in advancing productivity within value making systems.

Chapter 3

This article uses a proven educational design called Proactive Review, that explores how employees would describe, a starting point called PR Triggers, which uses four roles - the participant, sponsor, top management, and facilitator. The tangible and intangible results of Proactive Reviews are presented, with their impacts on the participants; their teams; and the organization's products, services, and/or work practices. Finally, the article provides recommendations for implementing and maintaining Proactive Reviews in organization who solve a task together can learn from the experience and share this learning with relevant colleagues to improve work practices, services, and/or products.

Chapter 4

The skunk-works approach as an enriched environment composed of individuals possessing the required experience critical in the formulation of strategy to advance efficiency and effectiveness in the firm to assist management. It is a purpose-built forum where learning happens by sharing experiences to design and implement new products in at least four modalities: the first is its capability to ignite the company's mission by co-construction a shared vision. The second is the collective experience of its membership where new ideas can lead to the design and implementation of the technology to progress the job. The third is its ability to create diffuse and distribute knowledge to cognitive areas where it will be put into organizational context. The fourth is the need to sustain change by continuing to learn and improve.

Chapter 5

This chapter describes the deliberate making of a community of practice(COP) to advance specialization in divided labor and structuring a successful enterprise. The division of labor is identified to enable the novice to develop the proficiencies required for specialty to happen. Bootstrapping and other techniques are applied to replicate the performance required in making effective specialists. A conclusion is drawn taking the position that the centrality of an epistemic community is the locus of control of the job, individual, and team; additionally, it is the only organization that can authenticate the practices necessary to boost productivity.

Chapter 6

The growing acceptance of marrying across racial and ethnic lines (as reflected in US census statistics) – together with the growth of demographic changes across workplaces – is fuelling fears among some, who see their culture being threatened and react by engaging in overt discrimination. Paradoxically, a business's culture's greatest strength could be its greatest weakness when not consistent with sound business strategies. Moreover, when such a culture prevents a firm from meeting competitive threats, this can lead to the firm's stagnation and ultimate demise.

Chapter 7

This paper offers a case study in Adaptive Personalised Learning for Higher Education Learners and transferable skills, through, raising standards and improvements within universities expectation. Research students can be provided with suitable transferable skills to benefit them while carrying out R&D not just within academia but also in Industry.

Chapter 8

On-job training (OJT) and the Zone of proximal learning (ZPL) remain as some of the top innovative approaches to increasing the efficacies required in progressive enterprises. A case study was drawn to illustrate how OJT and the ZPL was applied to the divided labor, which helped to grow specialization and design technology required for productivity in a successful organization. The ZPL is at the cutting-edge of improving cognitive, affective and sensory practices while OJT upsurge the skilfulness required to boost performance.

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