Half-Day Workshop on "The Value of Corporate Wikis"

Lakshmi Goel
University of North Florida
Department of Management
+1 (904) 620 - 1000

l.goel.96884@unf.edu

Iris Junglas
University of Houston
Decision and Information Sciences
+1 (713) 743 - 4167

ijunglas@uh.edu

AGENDA

Corporate wikis have been an essential component of organizational knowledge management initiatives for a while. Nonetheless quantifying and evaluating the value of corporate wikis is still a terra incognita. The agenda of the half-day workshop on "The Value of Corporate Wikis" is therefore structured as follows:

Welcome (~10 min)

Welcoming the participants by providing them with an overview of the workshop's objectives.

Session 1: Current state-of-the-art of corporate wikis (~45 min)

Objectives:

- Provide overview of corporate wikis and their purpose
- Test assumptions against audience

Session 2: The case of a specific corporation (~45 min)

Invited talk

Objectives:

- Learn from the case experiences
- Learn about case benefits and best practices
- Learn about case limitations and challenges

Session 3: Card-storming session about value of corporate wikis (~15 min)

Objectives:

- Elicit themes that are relevant to valuing corporate wikis from audience
- Aggregate themes into clusters

Break: 15 min

Session 4: Roundtable on "Metrics for measuring value of wikis" (~45 min)

Objectives:

- Discuss clusters of themes in roundtable fashion
- Identify the primary drivers of value
- Identify the contextual factors, such as industry, functional area, scope of use?

Session 5: Wrap-up (~15 min)

Objectives:

- Derive a "wiki value framework"
- Discuss questions such as "Is there a compelling case for the future of corporate wikis?" and "What are the base assumptions of successful corporate wikis?"