

Workshop on Sharing Meanings and the Building of Novelities

Università di Trento, May 24-25, 2005

Building new artefacts or generating new organizational forms is a complex process, involving many actors and requiring, in order to detect opportunities both independent explorations of the environment, and the convergence of explorative paths. In many situations, when looking for novelties (products, strategies, or organizational innovations) different subjects explore the space of opportunities looking from their perspective. At the same time, to obtain new artefacts, compatible and convergent actions are needed. To balance openness of exploratory paths and their convergence is a main issue in innovation process. For reaching compatibility, the traditional method consisted in hierarchical exploration, by which higher layers searched for broadly defined attributes, and lower layers searched for more detailed attributes inside the space defined at the higher level. Shortcomings of this method are twofold: first, it implies a preliminary reduction of the research space; second, the existence of lower level solutions, compatible with constraints defined at the higher level, is not granted.

Recently, new practices have been introduced to settle the trade off between coordination and exploration. This workshop aims at exploring different experiences in designing the search space and reaching a common understanding in building novelties. The role of vagueness, ambiguity, standards, physical/immaterial repositories and other artifacts as tools for easing this trade-off will be presented both in theoretical frameworks and in empirical studies applied to strategic design, software development, software requirement analysis, industrial and fashion design.

The workshop aims at putting together scholars looking at the topic of the production of novelties from different perspectives (management science, industrial design, computer science). The workshop mixes presentations from guest speakers and ROCK (Research on Organizations, Coordination and Knowledge) group members, reporting the major results under the MIUR-PRIN02 Project “Language and coordination in managerial distributed decision making”. We look forward to the participation of other interested scholars, attendance is free (for organizational purposes, please send an email at arossi@cs.unitn.it if you plan to attend to the workshop).

Schedule (all sessions will be held in sala riunioni DISA, Facoltà di Economia)

24th May, 2005

- h. 14.45 **Enrico Zaninotto**, welcome address.
- h. 15.00 **David Lane**, Università di Modena e Reggio Emilia. Scaffolding structures and aligning attributions.
- h. 15.45 **Francesca Golfetto/Diego Rinallo**, Università Bocconi. The concertation of fashion trends in the European textile industry.
- h. 16.30 To Be Announced

- h. 17.15 coffee break
- h. 17.30 **Alessandro Narduzzo**, Università di Bolzano-Bozen. Conventional artefacts in the digital era.
- h. 18.15 **Elena Bonel**, Università Ca'Foscari di Venezia. Product creation and product management policies in cultural organizations: the “Scrovegni Chapel” case.

25th May, 2005

- h. 9.00 **Enrico Zaninotto**, Università di Trento. Vagueness, ambiguity and co-ordination in search.
- h. 9.45 **Daniel Berry**, University of Waterloo. The Requirements iceberg and various icepicks chipping at it.
- h. 10.30 **Luisa Mich**, Università di Trento. Ambiguity in requirements engineering.
- h. 11.15 coffee break
- h. 11.30 **Loris Gaio**, Università di Trento. A diversity-based approach to requirements tracing in new product development.
- h. 12.15 **Alessandro Rossi**, Università di Trento. Building meanings through artifacts in FOSS collaborative design and production.