

Leveraging Situational Complexity in Intra-enterprise Markets

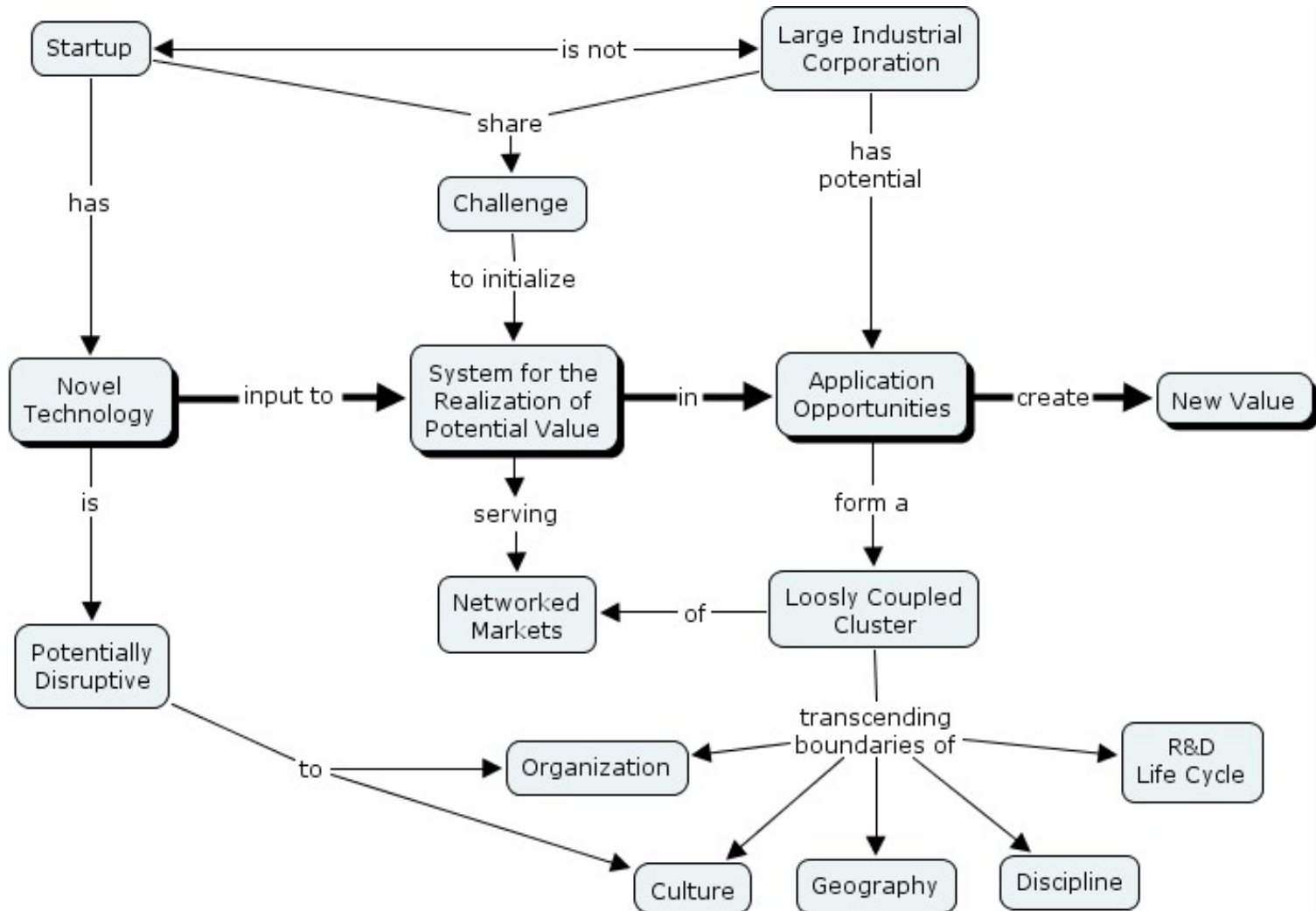
A Case Study



Case Study Summary

- Initialising a (potentially) disruptive process innovation
- Challenges
 - ▶ Sustaining the prospect of widespread application while nurturing specific applications
 - ▶ Initializing change in 'networked markets' (Chakravorti)
 - ▶ The new technology means different things to different people – a recipe for spread-think
 - ▶ Need to balance learning and decision-making
- Approach
 - ▶ Catalyse a new network of relationships
 - ▶ Convert interest into commitment & action
 - ▶ Harmonize the organic new growth with established organization

Case Study Landscape



Some Points for IEWG Consideration

- How to evolve each networked market at its own clock-speed while maintaining alignment throughout the cluster?
- What are the similarities & differences between
 - ▶ Initialising a technology-instigated change and
 - ▶ Initialising Intelligent Systems Engineering?
- Can a 'virtual Intelligent Enterprise' be usefully embedded within established corporations?
- How to represent the order that emerges and dissipates across the evolving set of players & their inter-relationships as an expression-of-interest by an individual grows to become corporate strategy?

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