

# Chapter 48

## Electronic Collaboration in Organizations

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### ABSTRACT

*Electronic collaboration was born with the new technologies, which establish a more harmonious balance of organizations in an increasingly global, open and competitive digital economy, called, nowadays, “the economy of the crowds”. This economy has caused changes in the organizations of the century, as new administrative principles. In this context, organizations use new business models to achieve its objectives to a meager cost. Similarly, they have managed the integration of different levels and optimizing performance of the entire organization together through electronic media and online collaboration. This work shows the areas of the different levels and forms of organizational electronic collaboration.*

### INTRODUCTION

Electronic collaboration of organizations has facilitated the construction of robust models that have been developed on the basis of a literary growth of global experiences, such as YouTube and Facebook. These may involve, in the levels of organization, such as integration and cooperation of workers, a joint task with the use of information and communications technology. The reality of the organizations of XXI century is reflected in the broad collaboration of professional support in the social, cultural and economic boundaries, worldwide, in terms of partners in line with common interests and the possibility that they can work deeper and with faster joint.

The members of collaborative teams share ideas and experiences and solve problems through social networks using the Internet as a form of communication that transcends geographical environment. Such geographic expansion of organizations can be beneficial, since the diversity of online collaboration could contribute significantly to the growth, development and integration of the organization with the uptake of new ideas, new knowledge transfer and possible solutions.

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With respect to these issues, questions arise, among which we highlight the following: electronic collaboration can contribute to the harmonious balance between all functions of the organization? will be worth the effort to make information technology and communication constitute into a support in electronic collaboration or online?, online collaboration wins on access to new sources of production and services to reduce cost?, with the arrival of the twenty-first century, organizations have entered the economy of crowds to reduce costs and obtain solutions to answers in such a short time? In other words, the main question might be this: electronic collaboration will contribute to the modernization of organizations?

This article is structured as follows: the first section provides a brief history and the significant role played by in electronic collaboration within the organization and beyond it, plus how it has helped set out the integration of the different functional levels of the organization; then, modes of online collaboration that have contributed to the strengthening of the strategic objectives of the organizations of XXI century are presented and, finally, concludes with the most important and transcendental aspects that may result from use of electronic collaboration in the organizations, according to the questions asked.

## **CONTEXT**

Historically, the concept of online collaboration itself arose in 2006, when the Internet became Web 2.0. This caused a change in the world of business and in the global economic system. Canadian writers Don Tapscott and Anthony Williams, authors of *Wikinomics: the new economics of intelligent masses*, said at the time that new technologies, demographics and the global economy contribute to the emergence of new modes of production or services and will influence the economic paradigm based on mass collaboration and the intensive use of technologies that will grow even more in the future.

It is worth saying that the intensive use of technology (Freire, 2014) provides a more harmonious balance between all functions and facilitates compliance with the requirements of innovation and the impact of design changes caused by the organizations in the century XXI, as quoted in the book *Build innovation* of Mexican engineer Enrique Alberto Cabrera Medellin (Medellin, 2013: 39-41).

The content of the book *Wikinomics: the new economy of intelligent masses* has as a supporting base four innovative ideas for future organizations, namely: openness, interaction, exchange and overall performance (Wikinomics, 2014). In connection with the opening, this makes organizations rely solely on internal resources and capabilities. The use of open standards is the first start. Business information ceases to be secret, reducing transaction costs, accelerate business networks and promotes trust and loyalty of their environment. With regard to peer interaction, it is a new form of horizontal organization that is emerging and competing with the hierarchical organization. Workers at all levels, with the collaboration of technological tools, are self-organizing to design and produce products or services. As for the exchange, these involve working with digital creations as well as to reproduce and mix a zero marginal cost. Finally, overall performance, where the impact of the consequences of innovation and wealth creation occurs. In short, one can say that global online collaborative platforms allow businesses, workers and, in general, society a globalized way activity.

It should be noted that the operation of online collaboration is an approach to integrate the organization, so that appropriate services are provided in appropriate places and at the right time, in order to minimize costs and achieve specific objectives, to forge more productive tools such as information technology and communication. Note that, today, with the help of these tools, it has increased levels of coordination and collaboration among all stakeholders. So interpersonal knowledge gaps are confronted

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