



Management and Marketing *Public Webinar*

From Lock-in to Transformation: How Emerging Technology changes Organizing



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Date: 29 Apr 2022 (Fri)

Time: 3:00 – 4:30 p.m. (Public Lecture)
4:30 – 5:00 p.m. (Q&A Session)

Venue: Online via Zoom

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Abstract

How do digital technology change the way organizations works? I will draw on ideas from biology, sociology, and general systems theory to articulate a morphogenetic perspective on emerging technology and organizing. This perspective reflects a move from a device-centric or an actor-centric understanding of technology to a path-centric understanding of the patterns of actions afforded by technology-in-use. I will show how performing and patterning of organizing can lead to a wide range of trajectories, from lock-in to transformation, depending on how emerging technology-in-use influences the trajectory. When emerging technologies afford many new actions that can be flexibly recombined, decisive transformative effects are more likely.

Jan Recker is Alexander-von-Humboldt Fellow, Nucleus Professor for Information Systems and Digital Innovation at the University of Hamburg funded by the Excellence Strategy. He presently holds Adjunct and visiting professor positions at the University of Agder, Norway, the QUT Business School, Australia, and Hong Kong Polytechnic University.

In his research, Jan explores how organizations deal with digital transformations, how digital innovations enable new ventures, how developers analyze or design new digital technologies, and how digital solutions can contribute to sustainable development goals. Jan's research in these areas draws on quantitative, qualitative, design, and computational methods.

Jan has published in leading information systems, organization science, management science, computer science, and sociology journals. He has also written popular textbooks on scientific research and data analysis, which are in use in over 500 institutions in over 60 countries. He is presently Senior Editor for the *MIS Quarterly*. Previously, he was Editor-in-Chief of the *Communications of the Association for Information Systems*. In 2019, he was named #1 business researcher under 40 years of age by the German Magazine *Wirtschaftswoche*. He was the youngest academic ever to be named an AIS fellow in 2018. He produces the "this IS research" podcast together with Nick Berente from the University of Notre Dame.

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