

SE&T Colloquium Series-Fall 2014

Speaker	Dr. Il-Hyung Cho Department of Computer Science and Information Systems
Title	<i>Information Technology and User Knowledge-Driven Innovation in Services</i>
Abstract	<p>User knowledge has been an important source of novel product development and innovation, but gathering accurate user knowledge has been time consuming and difficult because user knowledge is tacit. However, information technology makes the task easier and less expensive. Structure and organizations are emerging to perform the task of user information gathering. In manufacturing, user knowledge comes from firms that receive supplies from suppliers and from final product consumers. This user knowledge is distributed globally because manufacturing firms and consumers are distributed globally. Information technology can expand the boundaries of user knowledge because information technology makes it easier to access user knowledge. This talk discusses the nature of user knowledge and the emergence of a new system/structure for user knowledge gathering and user involvement in innovation. I will also discuss how information technology helps facilitate user knowledge-driven innovation. User knowledge monitors service workers, which has significantly contributed to service improvement lately.</p>
Date	Tuesday, September 30
Time	4:10-5:00pm
Place	Pioneer 242
	Refreshments will be served at 4:00pm.