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Collective Intelligence in Organizations: Innovation platform (Design Factory) transfer from Finland to Shanghai, China – Reflections on the empirical research journey

Tentative Program of the talk

Presenting a part of my PhD research at Stanford, I wish to invite and create an open space for discussion and probing ideas and a shared exploration of common area of interest related to my research on scientific and empiric grounds. At the moment, I'm just back from collecting empiria in Shanghai. Overloaded with rich set of empiria, I'm taking another look with fresh eyes, iterating what my data will actually tell me and how should I frame my empiria and build solid theoretical literature. I would like to meet scholars interested in my subject area like sustainability, innovations, leadership and future making for prospective discussions. Presenting my study Stanford is an important step in my research journey to be connected in Silicon Valley corpus of knowledge. I strongly believe that my research will also give inspiration to audience at Stanford because of my rich exposure of industry and unique data.

The new information technology together with open innovation platforms is changing the work in organizations in a profound ways. The study is focused on understanding how collectives capture the new ways to seize the opportunities, especially on the edge of leadership and collective intelligence. The collective yet distributed intelligence concept is used to highlight the conceptualizations of organizing, leading and strategizing in practice based work cultures around innovations. The study has collected empirical data on innovation platform transfer and other co-creational initiatives to understand how the world views and discourses are unfolding in cooperation, coordination and cognition of the work. The research is executed at the Aalto School of Science, Department of Industrial Engineering and Management, Supervisors Professor Eila Järvenpää, Aalto School of Science and Professor Tuomo Peltonen, Tampere University of Technology, Finland. The author holds currently position at Aalto School of Economics, Finland, as a researcher and lecturer.

Key words: collective intelligence, world views, distributed leadership, quality of attention, open platform, future making

My research journey, on collecting empiria, started 2009 by studying Aalto University Design Factory. I have experienced the Design Factory as and ethnographic researcher. I have started following three initiatives, Aalto Design factory Venture Garage/Aalto entrepreneurship society, and Aalto Social Impact and Design Factory internationalization, specifically Aalto Design Factory Transfer to Shanghai. These three initiatives are reflecting the unfolding nature of concurrent organizations, where open forms of co-operation and leadership is unfolding and taking place in far less informal manner.

Design factory is a concept, process and a physical place. The design thinking encaptures the thought and action, distributed cognition, involves both human and materials. The Design Factory concept gives a boundary infrastructure for dynamic process. This then provides unique opportunities to emerge within collective/individual relational dynamics and fostering emergence of sustainability logics bounded in.

The empiria comes from organizational context of innovation platform, and its transfer to Tongji University, Shanghai, China. I started the empiria collection in 2009 and completed that in China 2010 and 2011. My data has multiple data sources like ethnographic observations, photos, video-tapes, on-line interviews and scheduled thematic interviews to theoretically selected stakeholders, plus achieval data like internet announcements and news, annual reports and other written materials. Other source of data is notes, auto

ethnographic reflections and analysis on the experiencing the flow of events and sense-making stories people given to me in these authentic situations.

Bio:

Marja Turunen, (MSc. Psych., MBA) has a professional work experience since 1987 in management and consulting positions in the area of Human Resources Development, new service development and account management. She has been exposed to organisational cultures of fast moving new media businesses as well as traditional manufacturing industries like steel industry, and consulting businesses. She has held managerial and consultant positions in major Finnish and international corporations like Rautaruukki Plc, Icon Medialab Ltd, Centre for Excellence in Finland and Aalto Executive Education Ltd. She started her career as a management consultant at Mercuri Urval in 1987. She has worked with clients representing ICT, paper industry, and public services among others. Currently she is holding a position of doctoral researcher and lecturer at Aalto University, School of Economics and as a PhD Student at Aalto School of Science, Department of Industrial Engineering and Management. She is on her three-week Visiting Scholar at Stanford University, at Professor Ray Levitt, (CRGP). Her PhD research direction is consciousness related aspects in innovations, strategy and leadership. Her working dissertation title is :”Leveraging the quality of attention in organizations: Towards Consciousness Based View of the Firm.” Empiric data is gathered around transferring Aalto Design Factory innovation platform into Shanghai, China. She holds a Master’s Degree in Psychology from the University of Jyväskylä as well as in Business administration, MBA from the Helsinki School of Economics and University of Washington, USA. She is talented in strategic thinking and has a multi-scientific approach. She has experience in business, management development, new service development and organisational strategic change. Her unique approach in scientific methodology is related to interpretive psychology in organizations.