

COMPI205 Presentation Programme 2013-14

Tuesday 6th May Building 34 room 3001, 16.15-18.00

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Presenting: Groups: A, B, C, D

Marking Groups: E, F, G, H

Schedule and Topics

16.15-16.20: Introduction and protocol for the session

16.20 Group A: The online workplace: virtuality

16.40 Group B: Open innovation and novel business practices

17.00 Group C: Banter, jokes, freedom of speech and defamation

17.20 Group D: Security and privacy – legal overview

17.40 - 18.00: Wash-up: feedback session for presentation groups

Abstracts

16.20 Group A: The online workplace: virtuality

Abstract

The presentation investigates the advantages and disadvantages of virtuality in the workspace as well as in a homeworking and business environment and its suitability for future businesses or co-operations. We researched various websites and took examples from companies that have put a foot into virtuality on what they think are the benefits of the virtual workspace as well as coming up with some conclusions ourselves.

The research was done individually by every member of the group and compiled by a single member, later to be finally redone when all the members gathered to give their opinions of how the slides should look, what information was relevant, and also who would speak at which part of the slides in the actual presentation. We found that many companies have already been adopting these strategies and there were many projects and co-operations that have been successful when being 100% virtual. Different technological advances have also helped support virtuality massively. This environment would have been impossible to achieve a few decades ago, but is easily available today.

In our opinion, the pros really do outweigh the cons since the time consumption and productivity of users significantly increases, which in turns increases the profits made and costs used. Time is money in the business world after all.

16.40 Group B: Open innovation and novel business practices

Abstract

Open innovation is a concept that changes the process of bringing a product to market during research, development, and commercialization. We were tasked with researching and creating a presentation exploring open innovation, and how it has been incorporated, with the use of technology, into novel business strategies within organisations.

In contrast with the traditional model of closed innovation - which dictates that innovation should only take place within the organisation - open innovation dictates that knowledge and ideas from external sources, are used to supplement, or in some cases, replace internal sources. Knowledge not directly needed by the organisation may then be made available for others to utilize in their innovation processes, either through licensing or sale.

Our research led us to three different case studies where the principles of open innovation were employed (Duolingo, Lego and Innocentive) and found that each applied the notion in a different way - for content creation, product design, and research respectively. We also found that while Duolingo and Innocentive are businesses based around open innovation, Lego was an existing company that used open innovation to revitalise their business.

Open innovation is a powerful tool for organisations to incorporate into their research and development process, producing results that are more relevant to their customers and reducing the time to market, while simultaneously lowering costs. While it may not be suitable for all businesses, it could be implemented by many to extend their current business, or as the basis of a new venture. Observing the current trends in industry, open innovation has a promising future ahead.

17.00 Group C: Banter, jokes, freedom of speech and defamation

Abstract

With the vast development of the internet, new aspects of crime that had not been thought of before have become problems that affect everyone's everyday life. This presentation will go into more detail in different sections of different crimes and rights that have been happening recently such as: banter, jokes, freedom of speech and defamation. Examples illustrating said problems will be discussed. Also, how these events have had such a big influence that in many cases the government has intervened.

17.20 Group D: Security and privacy – legal overview

Abstract

Our presentation outlines the relationship between the growth of the internet and the respective need for an increase in security and privacy. It discusses the growth of e-commerce over the past few years, and its growth projections. We talk about famous incidents of breach of data protection, and the impact it had on the consumers involved, as well as mentioning common, statute, and international laws on security and privacy.