Number	T - 29
Name	Social Media in Business and Society
Co-Chairs	

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http://www.cbs.dk/en/research/dep artments-and-centres/department-of-it-management/staff/mtitm	http://www.iwi.unibe.ch/content/team/ assistant_professors/hanna_krasnova/inde x_eng.html	http://www.ifi.uzh.ch/imrg/people/ richter.html

Descripton

Over the last years various social media have become part of the daily lives of millions of Internet users. These platforms rely on individual users for content creation and their success hinges on active user involvement and participation. Also spurred by the pervasive use of smartphones, social media facilitate the transformation of the society we live in today: they change the way we develop relationships, communicate with each other, work, procure goods and services and spend our free time. In the business context, organizations that embrace social media are able to bring employee collaboration and customer relationships to new levels. Increasingly, organizational boundaries blur like in the context of open innovation or value co-creation. Moreover, the trust-signaling power of social media has led to the new developments in technology-enabled sharing, revolutionizing for instance the way we travel (e.g. Airbnb, UBER), and relate to goods and services (e.g. Date My Wardrobe).

Despite the ubiquitous nature of social media use (increasingly in the mobile context), the role and long-term consequences of these individual, business and societal transformations are not well understood. On the one hand, proponents argue that social media promote creation of social capital, result in increased interconnectedness, or facilitate social support and collective action. For many, social media is opening up a new world of empowerment, in which previously concealed conditions are openly discussed and even celebrated instead of being hidden. Overall, by facilitating interpersonal communication and access to information, social media can create significant benefits across a multitude of social and individual layers. On the other hand, opponents express strong concerns over the dangers of intense social media involvement. The sheer quantity and the sensitivity of the information users disclose, gives rise to strong privacy concerns. Furthermore, the impact of social media on users' mental health has been questioned, with empirical evidence hinting at such undesirable developments as addiction, depression, mood disorders. Moreover, the unprecedented attachment of users to their smartphones, which are often used to indulge with social media, is viewed with a high degree of controversy. In companies the multivocality, afforded by social media, can yield tensions for organizational coherence. Considering both positive and negative impacts of social media, managers and policy-makers find themselves confronted with a complex choice of whether these platforms should be regulated and, if so, how.

In line with the overall conference theme "IS as a Global Gateway" this track seeks submissions examining the role social media is playing in transforming the networked society and businesses at large. We especially encourage research that reaches out beyond IS theories, is grounded in multiple reference disciplines and applies new intriguing perspectives to document and understand the transformatory impact of social media and social media-related smartphone use.

Topics include, but are not limited to:

	- Bright sides of Social Media and related Smartphone use - empowerment and inclusion political and civic action - medical support social capital and social support - enhanced social interaction - Dark sides of Social Media in Business and Society - mental illness, addiction, envy, jealousy, information overload - impact on performance, concentration, attention - social alienation, cyberbullying, privacy abuse - Social Media at the customer interface - Impact on consumer behavior - Value co-creation in Social Media contexts - Sharing economy - Design and adoption of Social Media in companies - Implementation strategies, community and change management - Interdisciplinary, distributed work in teams and communities - Mobile and ubiquitous collaboration - Usability and human computer interaction - Leadership and team management [References](#)
Track Associate Editors	[List of Track Associate Editors](#)