Knowledge Economics: Minitrack Introduction

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At the 2018 Hawaii International Conference on System Sciences, HICSS-51, the Minitrack on Knowledge Economics is being offered for the seventh time. Over the years, topics covered ranged from Crowd Capital to a discussion of current trends in the field by analyzing contributions published in this Minitrack.

According to the most recent work analyzing 19 contributions published in this Minitrack from 2012 to 2017, Knowledge Economics is a research field that concerns factors and activities aiming to generate knowledge outputs. The knowledge outputs are objects of commercial value and are generated in knowledge-intensive activities or processes by using knowledge creation or modification. Knowledge Economics also deals with the distribution and use of knowledge outputs.

The following two perspectives could be taken when analyzing phenomena related to Knowledge Economics:
A macro-perspective may analyze factors that have an effect on the quantity and quality of knowledge outputs in a society.
A micro-perspective may analyze the handling of knowledge outputs in distinct transactions. At the micro-perspective, the capturing, storing, searching and retrieving of knowledge outputs are subjects of interest.

Furthermore, the impact can be quantified and explained so that society can benefit from applying appropriate measures of Knowledge Management.

The first paper, "**Innovating Beyond the Fuzzy Front End: How to Use Reward-Based Crowdfunding to Co-create with Customers,**" by Nikolaus Lipusch, Dominik Dellermann, Sarah Oeste-Reiß and Philipp Ebel conceptualizes and examines the co-creation in the context of reward-based crowdfunding. In doing so, the authors distinguish co-creation from other methods of user integration in the realm of open innovation and discuss how entrepreneurs can leverage reward-based crowdfunding to engage customers in the development and deployment of product and service offerings.

The second paper, "**Understanding Shared Familiarity and Team Performance through Network Analytics,**" Alberto J. Espinosa, Mark A. Clark and Dorothy R. Carter proposes a network approach to understand team knowledge with archival data, offering conceptual and methodological advantages. The authors argue that shared team knowledge is more appropriately conceptualized as a network of knowledge overlaps or linkages between sets of team members. They created shared knowledge networks for a sample of 1,942 software teams based on members' prior experiences working with one another on different tasks and teams. The results suggest that network patterning provides additional predictive power for explaining software development team performance over and above the effects of average level of knowledge similarity within a team.

The third paper, "**Digitalisation and enterprise knowledge (net)working,**" written by Gergana Vladova, André Ullrich and Julian Bahrs, presents how a specific morphological tableau can be created, serving as an instrument to analyze employees' behavior in context of knowledge management related to Enterprise Social Media (ESM) use. Furthermore, the application of the developed tableau is exemplary illustrated. The construction of possible combinations based on the morphological tableau as well as their analysis could be used in an enterprise context to better understand the behavior of ESM users in context of Knowledge Management (KM).

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