Crowston / Sieber / Wynn

Virtuality and Virtualization

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In today's rapidly changing global work environment, all workers experience increased organizational complexity. Companies are functionally distributed, many across the globe. Intense competition for markets and margins makes adaptiveness and innovation imperative. Information and communication technologies are pervasive and fundamental infrastructures, their use deeply integrated into work processes. Workers collaborate electronically with co-workers or with employees of other companies. New boundaries of time, space, business unit, culture, company partnerships, and software tools are driving the adoption of novel organizational forms. On a macro level, these changes have started to reshape society.

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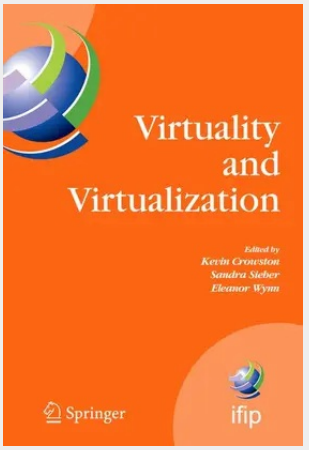

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