

CSDS 500 and ECSE 500 Fall 2021 Colloquium

11:30AM to 12:30PM
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Virtual
Zoom Webinar ID: 940 7438 8634
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“Organizing in the age of Organic Machines”

Abstract: Throughout the history, human design and use tools to augment or replace its innate abilities. In this short essay, drawing upon the work Bergson and Deleuze, I will try to characterize the emerging socio-technical environments as *organic machines* and make a few speculative observations on new forms of organizing that is likely to replace digital platforms. A key defining characteristic of organic machines is their unrepeatability. I argue that the emergence of global digital infrastructure, autonomous algorithms, user-generated data and cloud-based computing resources create a condition for unrepeatable run-time computational performativity. I then argue that with the emergence of organic machines, organizations will need to acquire new types of capabilities. I suggest four such capabilities: inferential, predictive, generative, and embodiment capabilities. With these capabilities, firms will be able to identifying both structural and temporal contingencies of user needs, and being able to match precisely such contingencies by algorithmically mobilize material and non-material resources at or near the point of use. I refer to this emerging form of organizing as a *meta-hierarchy* as it envelops both a platform ecosystem as a quasi-market, with multiple traditional vertically integrated hierarchies and net-enabled organizations.



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Bio: Youngjin Yoo is the Elizabeth M. and William C. Treuhaft Professor in Entrepreneurship and Professor of Information Systems at the department of Design & Innovation at the Weatherhead School of Management, Case Western Reserve University. An Association of Information Systems Fellow, he is also WBS Distinguished Research Environment Professor at Warwick Business School, UK. and a Visiting Professor at the London School of Economics, UK. He is the founding faculty director of xLab at Case Western Reserve University. He has worked as Innovation Architect at the University Hospitals in Cleveland, overseeing the digital transformation efforts at one of the largest teaching hospital systems in the country. He studies digital innovation and has published at leading academic journals such as MIS Quarterly, Information Systems Research, Organization Science, the Communications of the ACM, and the Academy of Management Journal among others.

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