

## **BA HONOURS**

### **GENERIC SEM II**

#### **PAPER-ENTREPRENEURSHIP**

##### **UNIT-5**

###### **What is Collaboration?**

Collaboration is the process of two or more people or organizations working together to complete a task or achieve a goal. Collaboration is similar to cooperation. Most collaboration requires leadership, although the form of leadership can be social within a decentralized and egalitarian group. Teams that work collaboratively often access greater resources, recognition and rewards when facing competition for finite resources. Structured methods of collaboration encourage introspection of behavior and communication. Such methods aim to increase the success of teams as they engage in collaborative problem-solving.

Collaboration is a working practice whereby individuals work together to a common purpose to achieve business benefit.

Collaboration enables individuals to work together to achieve a defined and common business purpose. It exists in two forms:

Synchronous, where everyone interacts in real time, as in online meetings, through instant messaging, or via Skype, and

Asynchronous, where the interaction can be time-shifted, as when uploading documents or annotations to shared workspaces, or making contributions to a wiki

Shared workspaces are among the most visible entries in the collaboration space. Aimed at rolling document and application sharing up with chat and perhaps versioning and other auditing capabilities, they may have more or fewer features, and may be available either for license or on a syndicated basis “in the cloud,” as they say. Google Docs is a notable example of the latter, Microsoft SharePoint and EMC Documentum eRoom of the former.

Wikis are perhaps best thought of as online encyclopedias or “how-to” manuals. They are applications that let users freely create, edit, and reorganize content using a Web browser. Perhaps the most visible example of this breed is Wikipedia, and variants exist throughout enterprises of all kinds and sizes.

The plus and the minus of wikis are that more or less anyone can enter anything into the resource – so while they’re a great way to capture and share what people know, they also must be vetted to ensure nothing erroneous gets planted within (intentionally or otherwise). The good news is that, over time, active wikis tend to be of fairly high quality due to the self-policing nature of an engaged user base.

Collaboration at the conceptual level, involves:

**Awareness** – We become part of a working entity with a shared purpose

**Motivation** – We drive to gain consensus in problem solving or development

**Self-synchronization** – We decide as individuals when things need to happen

**Participation** – We participate in collaboration and we expect others to participate

**Mediation** – We negotiate and we collaborate together and find a middle point

**Reciprocity** – We share and we expect sharing in return through reciprocity

**Reflection** – We think and we consider alternatives

**Engagement** – We proactively engage rather than wait and see

Collaboration relies on openness and knowledge sharing but also some level of focus and accountability on the part of the business organizations. Governance should be established addressing the creation and closing of team workspaces with assignment of responsibility for capturing the emergent results of the collaborative effort.

Collaboration is present in opposing goals exhibiting the notion of adversarial collaboration, though this is not a common use of the term.

In its applied sense,"(a) collaboration is a purposeful relationship in which all parties strategically choose to cooperate in order to accomplish a shared outcome."

Examples

## Trade



The trade of goods is an economic activity providing mutual benefit

Trade is a form of collaboration between two societies that produce different portfolios of goods. Trade began in prehistoric times and continues because it benefits all of its participants. Prehistoric peoples bartered goods and services with each other without a modern currency. Peter Watson dates the history

of long-distance commerce from circa 150,000 years ago. Trade exists because different communities have a comparative advantage in the production of tradable goods.

## **COLLABORATION TYPES**

Three aspects of collaboration: communication, coordination and cooperation can be used to categorize collaboration tools.

### **Communication**

Communication tools provide exchange of information between individuals:

#### **Main article:**

The invention of email as a collaboration tool changed the way we used to communicate in the workplace. It is the easiest method to make contact within an organization and is well established. Especially for organizing daily correspondence, email can reach various people with just one click.

Although email is still the most common used tool in communication collaboration it is not very efficient on a big scale and other forms of communication seem to take over. Besides its flexibility it is not very good for group conversations as they grow too fast.[citation needed] There is no way to be sure that a person has the latest version of a document that has been sent to them and it is impossible to always track via their email what tasks need to be done and by which deadline. As Cisco states in their Cisco Blog about the "Future of Email", emails "will improve productivity by organizing your data for you" and try to bring more transparency in their work with email.

Main article: Voicemail

Voicemail as a collaboration tool is more and more integrated in services such as Google Voice. As pointed out in an IBM future scenario the role of voicemail could be that of what email is for us today.

Instant messaging (IM)

Main article: Instant messaging

Through instant messaging as a collaboration tool we are able to reach people within an organisation in real-time. In the future instant messaging is not a stand-alone software anymore, but very well integrated in bigger solutions such as Unified Communication.

### **VoIP (voice over IP) / video call**

Main article: **Voice over IP**

Voice over IP as a collaboration tool has quickly gained popularity among companies and is part of their communication portfolio. As a report from Eclipse Telecom is pointing out, the VoIP is moving towards the state to totally replace our telephones in our offices and also integrate in existing collaboration service environments.

## **Coordination**

Coordination is defined as "the deliberate and orderly alignment or adjustment of partners' actions to achieve jointly determined goals. Collaboration tools supporting this are the ones who allow a person to set up group activities, schedules and deliverables.

Main article: **Online calendar**

Online calendars are part of professional behaviour at work and fully integrated in other systems. As a research paper from University of Bath explains, online calendars could in the future be much closely linked to other data such as social media and have even a larger effect.

## **Time trackers**

Main article: **Time-tracking software**

Time trackers are especially used to measure the performance of employees. Its effect on productivity is discussed as being controversial.

## **Spreadsheets**

Spreadsheets are like emails very popular within the corporate environment and as a collaboration tool essential for financial analysis or modelling. Although very popular, several studies found out that many spreadsheets contain inaccurate data and are therefore inefficient.

Main article: **Spreadsheet**

## **Cooperation**

Cooperation tools allow groups to have real-time discussions and to shape an idea or thought together. Trends in terms of collaboration target on helping to maintain the "main idea" within big organisations and make connections visible. Also the idea of bringing people who are not working in a company on a regular basis into the organisation and make use of their knowledge.

## **conferencing**

Main article: **Video conferencing**

In most cases video conferencing is part of the overall communication and collaboration strategy of organisations. Especially now when all services are cloud-based and therefore implementation costs became more affordable. The longterm vision for video conferencing lies in the correct usage of computer processing power, data storage or mobile bandwidth speeds to further decrease the obstacles of collaboration.

## **teleconferencing**

Main article: **Teleconference**

Bringing teams, meetings or events as close as possible is what teleconferencing solutions want to do. Apart from business environments Teleconferencing is currently used in a variety of fields, such

as **telemedicine**, where they contribute enormously to the efficiency and productivity as distance and time are limited factors.