



INTERNATIONAL

INVITED SESSION SUMMARY

Title of Session:

Knowledge networking via social media for sustainable supply chains

Name, Title and Affiliation of Chair:

Dr Susan B Grant

Details of Session (including aim and scope):

Social media has become an extremely powerful phenomenon with millions of users who post status updates, blogs, links and pictures on social networking sites such as Facebook, LinkedIn, and Twitter. However, social networking has in the main so far spread mainly among consumers. Businesses are only now beginning to acknowledge the benefits of using social media to enhance employee and supplier collaboration to support new ideas and innovation through knowledge sharing across functions and organizational boundaries. Many businesses are still trying to understand the value of social media tools for their supply chains, as well as the various implications of integrating internal communication systems with social media tools and private collaboration and networking platforms. This session seeks to stimulate discussion around the value of social media tools to support knowledge exchange for sustainable supply chains.

Papers are invited in (but not limited to) the following areas:

Using social media to manage knowledge across supply chains

Opportunities and challenges of social media for businesses

The role of social capital in virtual supply chain knowledge communities

Culture in virtual communities and social networks

Social Network Analysis

Technology in Virtual Environment and Social Supplier Networks

Effectiveness of virtual environments in knowledge exchange

Social media's role in supporting sustainable supply chains

Dates for submission and review of papers to be decided.

Main Contributing Researchers / Research Centres (tentative, if known at this stage):**Website URL of Call for Papers (if any):****Email & Contact Details:**

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