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Social Media Software Underpinning Business Processes in Higher Education Institutions

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Abstract:

Most organisations constantly seek new ways to improve performance, to meet market demands and to achieve their business targets. This constant search usually results in a large number of projects designed to improve their processes. But there are new needs, in addition to managing structured processes. The understanding of these needs is critical to the modelling and design of business processes. BPM (Business Process Modelling) suffers from many defects, such inability of addressing human behaviour and weakness in handling exceptions. Furthermore, it is common to have organisations with very well defined business processes that no one uses. Social networks support new ways of communication patterns among people. Social media software (SMS) is a media application for social interaction, using highly accessible and scalable publishing techniques. Using blogs, wikis or any other kind of social media software, stakeholders can provide information for the organisation, capture and share their ideas for new products and features. These concepts and tools become essential for the implementation of business processes in organisations.

This paper discusses the major problems of typical business process modelling and focuses the benefits of social media software underpinning the modelling of business processes in organisations. This work emphasis a proposal of a case study application in a higher education institution and explains the involved phases and the desired and expected results.