

OBSERVING THE NEXT ORGANISATION

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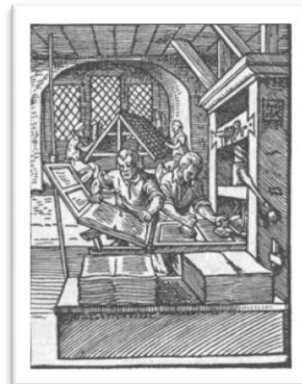
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What is “next”?



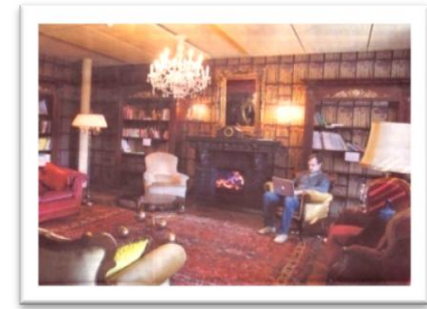
Scripture
from segmentation
to stratification



Printing Press
from stratification
to differentiation



Computer
from differentiation
to oscillation?



What can be observed?



WIKINOMICS



Observing Mozilla



mozilla
FOUNDATION

mozilla
CORPORATION



non-economic goal as motivational offer

“...the most significant social and technological development of our time, the Internet is a public resource that must remain open and accessible to all.

peer production in semi-formalised, oscillating social ecosystems

To achieve these goals, we use a highly transparent, **collaborative process** that brings together thousands of **dedicated volunteers and corporate contributors** from around the world with a **small staff of employees** ... This process is supported by the **non-profit Mozilla Foundation** and its subsidiaries, especially the **Mozilla Corporation**.

leveraging economic against non-economic goals

Our community exists as a **virtual Mozilla organization** that is independent of employment status. Leadership in the Mozilla Project derives from **respect**: the more valuable your contribution, the greater your authority.”

non-economic management mechanisms

Idiosyncrasies of the Next Organisation

- 無名天地之始

- Next Organisation = $\overline{\overline{X}} \mid \text{Interaction} \mid \text{Society}$

- Next Organisation Management = $\overline{\overline{\text{Motivation}}} \mid \text{Membership}$

- The Reality of the Next Organisation = $\overline{\overline{\text{Economy}}} \mid \text{Society}$

- *Oscillating* boundaries, memberships, rationalities

Next Management?

- Restless, open, co-operative, project-like
- Sensemaking (Weick 1995)
- Self-referential (Luhmann 2006)
- Economic vs. non-economic rationalities
- Market competition vs. societal competition
- But: who is managing?

What is next?

- Probability *or* improbability of self-organisation?
- From differentiation to oscillation *or* more differentiation?
- Organisation society *or* network society (Castells 2000)?
- Stability of cultural forms *or* accelerating temporality?
- Observation!
 - ...of different markets,
 - ...of organisational change in these markets,
 - ...of the emergence of new business models.

Thank you for your time and attention!

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