



VABILO NA 48. RAZISKOVALNI FORUM,
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Dnevni red 48. raziskovalnega foruma

Andras Nemeslaki, professor of Information Systems (National University of Public Service, Budapest): **ICT enabled innovation: re-inventing organizations**

During this talk I present a case study describing how an ICT based business model is created to make aluminium recycling more effective and create economical value for different actors while enabling the Hungarian State to fulfil high level policy requirements. The case provides an illustration how legislation, entrepreneurial agility, and technology innovation create a functioning business model in the green economy by generating staggering numbers of aluminium recollection and furthermore how this innovation influences legislation and high level policy making.

The research motivation has been to explore what makes complex ICT based innovation work and getting adopted. Coming from this motive we present a technology innovation – the so called Reverse Vending Machine (RVM) and Returnpack Information and Reporting System (RIRS) – in the area of aluminium packaging recycling. In the case study we describe how an effective business model is constructed using technology innovation, government regulation and entrepreneurial opportunity.

The case is presented through the framework of Giddens' structuration theory and its versions used in the information systems discipline (Jones and Karsten, 2008), (DeSanctis and Poole, 1994), (Orlikowski, 1992). We chose this framework because it has a strong explanatory power for ICT adoption especially in complex social settings.

Vabljeni: raziskovalci in učitelji, ostali strokovni delavci, študenti in diplomanti ter ostala zainteresirana znanstvena in strokovna javnost.

Lepo pozdravljeni,

izr. prof. dr. Maja KLUN,
prodekanja za znanstveno-raziskovalno dejavnost