

**NYU Stern School of Business**  
**Department of Information, Operations & Management Sciences**  
**INFORMATION SYSTEMS RESEARCH SEMINAR**

**TOPIC:** Organizations and Technology to Empower Collective Innovation

**SPEAKER:** Liz Gerber (Northwestern University)

**DATE:** Thursday, November 19<sup>th</sup>, 2015

**TIME:** 12:30-1:45PM \*Lunch will be served at 12:15PM.

**PLACE:** KMC 3-130

**ABSTRACT**

In the face of looming challenges like childhood obesity, environmental collapse, and soaring health care costs, we need dramatic and sustained innovation. Collective innovation is an innovation process that harnesses the diverse and untapped human, social, and economic capital from distributed networks to discover, evaluate, and implement new ideas. Open, ubiquitous, sociotechnical systems support collective innovation affording greater speed and deeper and broader participation than was imaginable even a decade ago. While collective innovation is a new and exciting collaborative process that has the potential to massively transform society, it is poorly understood. I present Crowdfunding and Digital Loft as case studies to illustrate design principles for developing organizational and technical infrastructure for collective innovation.

**BIO**

Dr. Elizabeth Gerber serves as Associate Professor of Design Innovation in the School of Engineering and School of Communication, as Director of the Design Innovation Research Cluster, and as the Faculty Founder of Design for America at the Northwestern University. She is an academic expert in the areas of innovation, technology, and collaboration, as well as a designer of products, interactions, and services across a diverse set of domains including healthcare, transportation, and the entertainment industries. She was recognized by Crain's Businessweek as leader of innovation in Chicago, received the IEEE Computer Society teaching award, and Wells Fargo Foundation Award for impact. Her work has been awarded at the MacArthur Digital Media and Learning Competition, National Science Foundation, Venture Well, Core 77, and Ashoka, and featured in such venues as Wall Street Journal, NPR, ABC, Harvard Business Review, Forbes, and Fast Company. Liz holds a MS and Ph.D from Stanford University and a B.A. from Dartmouth College. More information can be found on her [website](#).