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Abstract:
As businesses turn towards collaboration and innovation for competitive advantage, Social Network Analysis (SNA) tools have provided a means of understanding employee network dynamics. However, these tools have not been widely adopted for the purposes of organizational and information systems (IS) design. Possible explanations as to why SNA has not progressed more quickly can be found in the literature focusing on visualization as a modeling and decision making tool for urban design. This paper examines highlights from the last 30 years of dialogue in that literature, suggesting where SNA software designers should focus efforts to evolve more effective tools for organizational and IS design. This discourse not only furthers applicability of SNA as a tool on its own, by proposing how to design improved technological solutions, but it also contributes to practical relevance of IS product development.