

Virtual Communities: New Perspectives on Collaboration

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Abstract:

Thanks to the development of Web 2.0 platforms the classical idea of a community of practice (VCoP) has been adopted in the area of virtual communities. Recently, virtual communities have sprung from various social media platforms bringing about new opportunities for international collaboration, knowledge sharing and problem solving in virtual communities. This paper aims at assessing the factors behind the effectiveness of virtual communities by applying social science theories and Knowledge Management strategies. In addition, this research provides an overview of the trends in information systems research methodology to study virtual communities. Ultimately, this paper offers a academic review of literature towards the benefits and prospects of virtual communities.

Keywords: Virtual Community of Practice; Knowledge Management Tool; Social Networking; Social Media Platform; Community of Practice