

Are Prediction Markets Ready for Enterprise 2.0?

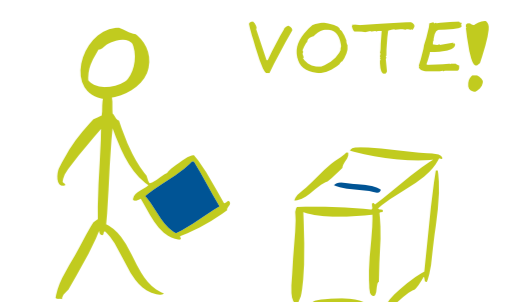
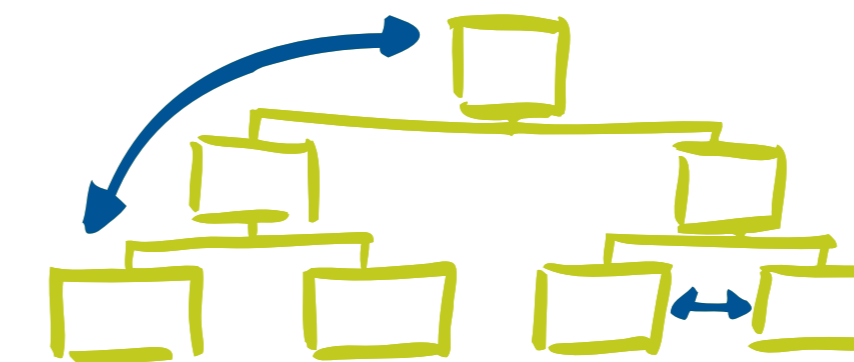
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Can they help make better decisions than with traditional DSS?

→ [Crowdsourcing?]

Why should we consider a crowdsourcing approach to support strategic decision-making in organizations?

WEB EDI CRM
ERP DB DW SUPPLIER



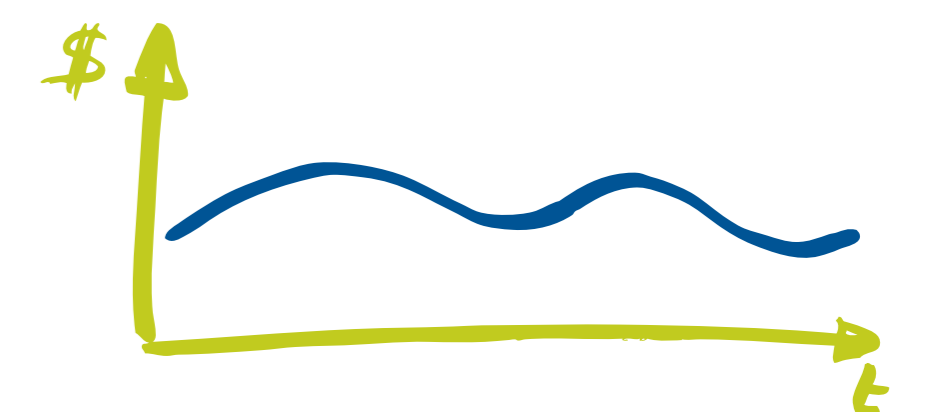
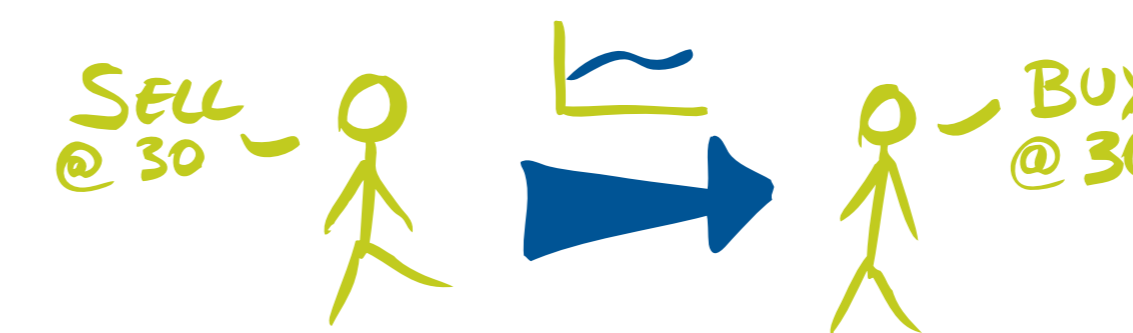
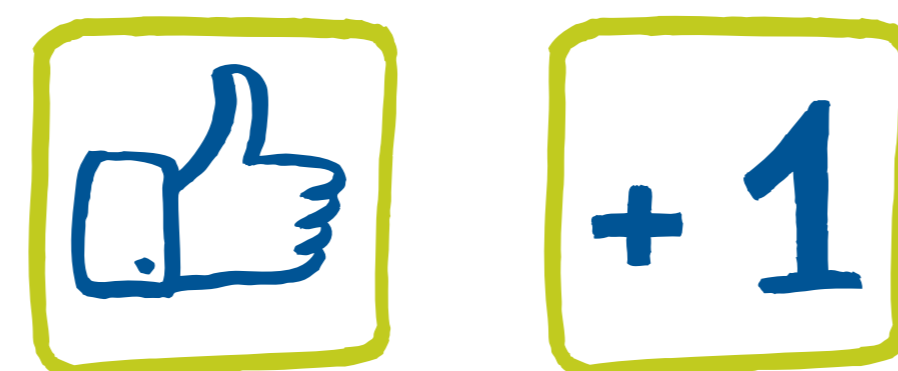
Relevant information is **scattered** throughout the organization and its environment

Political and/or social **influences** add noise to the decision process and lower its quality

Involving many employees increases their **future adhesion** to the decision

→ [Benefits]

Results show the benefits of using prediction markets to support the R&D portfolio management process!



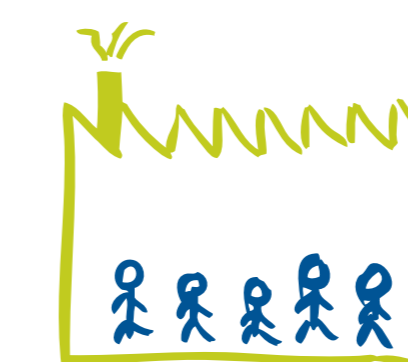
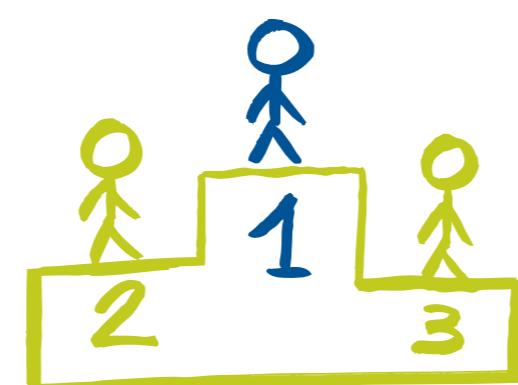
Using **implicit comparison criteria**, PMs aggregate a great diversity of perspectives concerning the value of the portfolio

Using a relative basic **buy-and-sell mechanism**, PMs aggregate transparently and in real-time information scattered among the actors

Using an **automatic market-maker**, PMs enable continuous negotiation of the value of the portfolio among all actors

→ [Deployment]

Deployments in organizations face two types of constraints that can be addressed by design guidelines...



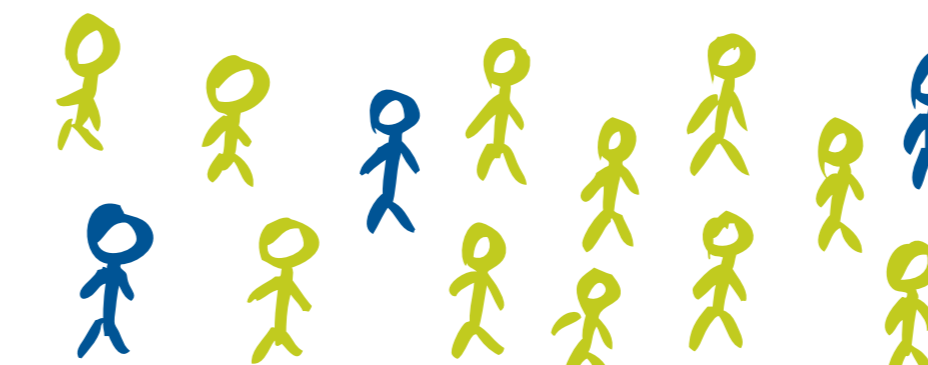
Regarding the **tool**, ensure involvement of the management, as well as recognition of users contributions

Regarding the **organization**, ensure an open, participatory and engaging decision process to secure the adhesion of all users

Comply with **Enterprise 2.0** responsibilities in order to maximise the benefits of **Web 2.0**

→ [Efficiency]

Results show that for technological forecasting, prediction markets are more efficient than MCDM!



Faster to set up and more **resource-saving** (time, education, costs) than MCDM for the same outcome

A **random crowd** of graduate students can perform as well as selected and renowned experts engaged in an MCDM process

Looking for more information?
Check the full paper or visit my website: <http://cedricgaspoz.com!>