
Marianne Ekonen & Krista Anttila

Interactional practices for fostering swift trust in an inter-organizational virtual co-development process

The aim of this study is to explore the virtual co-development process involving three organizations, with a particular focus on the perspective of swift trust building. The objective is twofold: to theoretically describe interactional practices that facilitate the emergence of swift trust, and to examine how these practices are enacted during the virtual co-development process. Additionally, the study seeks to identify the specific interaction methods employed by each participating party. The empirical data comprises discussion material generated during a virtual co-development process conducted as part of the Virtuosit. Virtual co-development between organizations -project. The data is analyzed using abductive content analysis. The findings include a characterization of interactional practices that support the formation of swift trust among stakeholders, as well as practical recommendations for facilitators of virtual co-development processes.

Keywords: co-development, virtuality, swift trust, facilitation, interaction