



SIG 13 - SM - Strategic Management

We invite you to submit your research to explore the theme of **Leading the Digital Transformation** for the EURAM 23rd Conference.

We look forward to receiving your submissions.

ST13_08 Business Ecosystems, Digital Strategy and Artificial Intelligence

Proponents:

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Short description:

This track aims to stimulate the debate on new research and practice insights in business ecosystem, digital strategy, artificial intelligence and the platform economy, especially with respect to challenges that firms, their leaders, and their stakeholders within the business ecosystem face. We are looking for theoretical approaches that help organizations to achieve sustainable competitive advantages in the digital economy and the business ecosystems involved. Furthermore, approaches to teach future leaders as well as critical discourse of needed skills and competencies to prepare for the challenges of the digital economy are welcomed.

Long description:

The digital and platform economy driven by industry 4.0 technologies (from robotics to IoT and 3D printing, from big data analytics to artificial intelligence) and linked with business ecosystems, digitalization of businesses, and the sharing economy, is going to transform the rules of the game in business, work, and society. Despite scholars have invested lots of effort to explore its strategic and operational structures and mechanisms of ecosystems and platforms already, management studies are still at an early stage regarding conceptual and empirical contributions.

For one thing, the first wake-up call on digital strategy was published in 2014 by McKinsey Quarterly and was followed by a number of publications in Academy of Management Perspectives (2019), Academy of Management Review (2021), Harvard Business Review (2015, 2016, 2017, 2018, 2019), Sloan Management Review (2017, 2020) and Strategic Management Journal (2018). Still the theory on digital strategies in the platform economy is very fragmented and needs to be further strengthened. Such topics include but not limited to: What is the new competitive advantage in a digital economy and what are the new generic strategies of companies in such an economy? What new business models and processes are implemented? What can the theory of business ecosystems contribute to the field of digital strategy? What are the new limiting factors in terms of strategic growth and success? How does digitalization influence the speed of internationalization, strategic alliances, and market entry strategies? How can leaders and employees be prepared to face the challenges of the digital and platform economy? How can Artificial Intelligence be applied for strategic decision making and strategy formulation? How does digital transformation change the rules of the game in the global context?

For another, there are many potential topics worth to be investigated to deepen the understandings of the strategies and operations of ecosystem and platform in the digital world. For example, along with the digitalization process, more stakeholders are connected to focal firms' ecosystems and platforms. As a result,

the stakeholders have more chances to communicate, collaborate, and co-evolve with each other. Therefore, various platforms or ecosystem-based business models will emerge to cope with diversified emerging market requirements. In addition, data is regarded as the “oil” of the digital economy, thus, proper data governance is highly demanding to guarantee business health and sustainability in the digital world. Furthermore, although digital business is normally born global, business survival is not that easy. There are many challenges such as cultural differences, institutional differences, supply chain integration and so on. The potential research topics are not limited as mentioned above. Therefore, we encourage more and more scholars to further study the ecosystem and platform strategies in the digital economy.

Keywords:

Digital Transformation
Artificial Intelligence
Business Ecosystems
Digital Platform Economy
Strategy
Artificial Intelligence

UN Sustainable Development Goals (SDG):

Goal 4: Quality education, Goal 8: Decent work and economic growth, Goal 9: Industry, Innovation, and Infrastructure, Goal 10: Reducing inequalities, Goal 11: Sustainable cities and communities, Goal 12: Responsible consumption and production, Goal 16: Peace, justice and strong institutions, Goal 17: Partnerships for the goals

Publication Outlet:

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Taylor & Francis

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