

P42 - Coopetition, Ecosystems, Networks and Alliances (CENA)

21. ECOSYSTEMS ALLIANCES AND COLLABORATIONS

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Track summary: To face today's grand challenges like uncertainty, digitalization and sustainability concerns, and to achieve higher levels of performance, companies widely rely on innovation. To do so, they cooperate with other firms by creating alliances with partners or collaborating with competitors (i.e., coopetition) in their ecosystems and networks.

To ensure firm survival and success, it is essential to understand how companies can adequately implement alliances and coopetition strategies, especially in specific configurations i.e., networks, clusters, ecosystems, platforms. These strategies and configurations can be explored at several levels (inter-organizational, intra-organizational, inter-individual) in different types of organizations (multinationals, associations, public companies, SMEs etc.) and in different industries (high-tech, low-tech, services, creative, etc.).

Finally, grand challenges increasingly drive companies into changing their business model for more sustainability, by pushing them to collaborate to create (green) innovations, to digitalize processes and to deal with uncertainty. This leads us to wonder what are the specificities of the interplay between innovation and coopetition, alliances, networks and ecosystems.

All these issues are investigated in the CENA (Coopetition, Ecosystems, Networks and Alliances) track.