

P43 - Digital technologies, ecosystem and industry transformation

21. ECOSYSTEMS ALLIANCES AND COLLABORATIONS

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Track summary: In recent years, digital technologies have radically changed industries and the way organisations collaborate and compete. The introduction of digital technologies (AI, Cloud computing, BigData, IoT..) in industries creates a high level of complexity and interactions between firms, people, machines and infrastructures, and brings about major changes in the traditional production system and business models of companies (De Propriis and Bailey, 2021). The diffusion of such technologies challenges traditional frameworks and requires a fundamental shift towards new collaborative organisational designs and more sophisticated frameworks such as the ecosystem (Baumann, 2022). Furthermore, ecosystems are often organised around digital platforms, which are concomitant and consubstantial to the development of digital technologies (Pauli et. al., 2021). These organisational forms are increasingly changing the dominant view of industry. However, theoretical and empirical studies on how an ecosystem-based approach facilitates the transformation of industries through digital technologies and ecosystem-based methodologies (e.g. data-driven approaches) allow a better understanding of these phenomena are still lacking in the literature.

The track welcomes conceptual, empirical and methodological papers using qualitative or quantitative approaches on the following topics:

- How does an ecosystem-based approach facilitate the transformation of industries through technologies?
- How does an ecosystem-based approach facilitate the transformation of business models in order to better adopt technologies in industries?
- How do new technologies reinforce and accelerate co-evolution between actors within ecosystems?
- Role of technologies in the building of ecosystems or other forms of ecosystems such as data ecosystem
- New methodological approaches for studying business ecosystems