W4 - Managing and mitigating uncertainty and risk in ecosystem design enabling data-driven innovation

21. ECOSYSTEMS ALLIANCES AND COLLABORATIONS
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Track summary: When business ecosystems enabling data-driven innovation succeed, the value derived from the firms' partnership captures value which no single firm could have done so by themselves (Adner, 2006, 2013; Hornung-Prähauser et al., 2022; Thelen et al., 2023). However, ecosystem actors possess varying degrees of ecosystem dependence and ecosystem risk that they will not deliver to their share (Talmar et al., 2020). Firms must conduct an internal assessment of ecosystem uncertainties, their own performance, and their collaboration partners' performance. Thus, central to an innovation strategy is how one makes a tradeoff between the extent of the market opportunity and the size of the ecosystem risk(s) involved, and how they rank the different market opportunities (Adner, 2006).

As a result, a success factor in any ecosystem lies in its design and organization, such as whether it is open vs. closed; imposed vs. voluntary and its degree of control (Jacobides et al., 2018). Additionally, ecosystem design must consider surrounding uncertainties and knowledge distances within an ecosystem enabling technology resp. data-driven innovation (Lingens et al., 2021). Thus, capturing the optimal design and orchestration of digital innovation ecosystems is highly relevant for the R&D Management community.

This track welcomes both conceptual and empirical papers (e.g. case studies on strategies of risk assessment and mitigation; governance and orchestration of AI/IOT data-driven innovation ecosystems) and will be delivered in a workshop setting which allows exchange of theoretical and practical background in ecosystem design methods and tools.