



## **SIG 13 - SM - Strategic Management**

We invite you to submit your research to explore the theme of **Transform Business for Good** for the EURAM 23<sup>rd</sup> Conference.

We look forward to receiving your submissions.

### **ST13\_08 - Ecosystems and Platforms Research in the Digital Economy**

#### **Proponents:**

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#### **Short description:**

The study of ecosystems and platforms has gained increased interest in the digital economy. Either ecosystems or platforms act as economic communities in which a variety of inter-related stakeholders co-evolve. Scholars have invested lots of effort to explore its strategic and operational structures and mechanisms of ecosystems and platforms already. However, within the context of the digital economy, there are still many spaces for future research, such as online-offline ecosystem co-evolution, platform business model, platform internationalization, data governance and so on.

#### **Long description:**

There is an increasing need to investigate the inner life of ecosystems and platforms in the digital economy. The study of ecosystems and platforms have gained increased interest during the last decade. Ecosystems or platforms act as economic communities in which a variety of inter-related stakeholders co-evolve. Scholars have invested lots of effort to explore its strategic and operational structures and mechanisms of ecosystems and platforms. However, there is a lack of research regarding the inner life of ecosystems and platforms, especially in the digital economy. More precisely, there is a lack of studies explaining stakeholder dynamics in the context of ecosystems and platforms.

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. Best papers will be preferentially recommended for publication in the Journal of Digital Economy.

**Keywords:**

Business Ecosystems

Business Models

Platform Economy

Innovation Ecosystems

Digital Economy

Data Economy

**UN Sustainable Development Goals (SDG):**

Goal 9: Industry, Innovation, and Infrastructure, Goal 11: Sustainable cities and communities, Goal 12: Responsible consumption and production

**Publication Outlet:**

Journal of Digital Economy

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