



SIG's 13 Strategy/ 06 Innovation/ 03 Entrepreneurship

<http://www.euram-online.org/annual-conference-2018.html>.

Dear EURAM members and friends,

With our theme **Research in Action**, we invite you to participate in debate about how we can use and develop our knowledge better so that solving problems and dealing with issues can become more effective. We look forward to receiving your submissions.

ST13.02 Business Ecosystems: Strategies and structures

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Short Description: Max. 100 Words

The ecosystem concept, borrowed from ecological theory, offers the opportunity to explore the strategic dynamics of relationships between organisations and their competitive, institutional and social environment. It has contributed to a better understanding of competitive threats and collaborative opportunities, and the birth, survival or death of organisations. Research has explored the development of new technological platforms, product and process innovation, entrepreneurial activity and, building on cluster and network theory, the health of regional economies. However, the development of practical guidance for industry in terms of appropriate strategic behaviour within ecosystems is at its early stages and further research is welcomed.

Long Description: Max. 400 Words

From an industrial perspective, classical product or service oriented competition was first replaced by business/industrial system-orientated competition. Today business/industrial ecosystems are emerging as the dominant driving forces determining both innovation and competitive advantages. The ecosystem concept, borrowed from ecological theory, offers the opportunity to explore the strategic dynamics of relationships between organisations and their competitive, institutional and social environment. It has contributed to a better understanding of competitive threats and collaborative opportunities, and the birth, survival or death of organisations. The consequences are that the focus for understanding real competition, critical success factors, and the determinants of value creation has shifted from the output of a system to the system itself, and then from the system to the broader ecosystem.

From an academic perspective, our research is attracted to this new frontier but is facing serious challenges on many fronts. Although the number of papers on the business ecosystems has grown dramatically in the last ten years, our fundamental understanding of the intrinsic properties and capabilities of the business ecosystem is still some distance from being able to identify all the ecosystem's characteristics and behaviours and to provide practical guidance for industry. It is very timely therefore to take the business ecosystems as the core unit of analysis and try to research the BE's core characteristics, structures and mechanisms in order to better understand business strategy, competitive advantage and innovation. The proposed track aims to go back to the fundamentals of business ecosystems and seeks to explore the ecosystems from multiple perspectives.

The following detailed topics are suggested as the core focus, but not a limitation:

1. What is a business ecosystem in terms of its boundary, its construct, the archetypes, capabilities, governance structures, behaviours and evolutions?
2. What is the relationship between a business system and its ecosystem, for example, the relationship between innovation system and innovation ecosystem?
3. What effective perspectives are available allowing us to deconstruct, analyse and understand the functioning of a business ecosystem? Can they include firm and the regional perspectives, how important are static and dynamic models, are there life-cycle, health, and technology perspectives that should be incorporated?
4. What are relationships between the emerging business ecosystem paradigm and many established management theories and disciplines, such supply chain management, strategic and social networks, systems engineering, complexity theory, decision support systems, innovation, entrepreneurship, and strategic management?
5. What are the appropriate research methodologies to be employed when exploring business ecosystems?

Publishing Outlets:

Asian Business and Management
Industrial Management and Data Systems
Production Planning and Control. The Management of Operations

For more information:

Contact the proponents above mentioned.

Submission Deadline: 10 January 2018 (2 pm Belgian time)

Authors Guidelines and Submission Deadline:

As an author, it is crucial to follow the guidelines and formatting instructions to prepare and submit your paper in order to have it published in proceedings.

ONE PRESENTING AUTHOR PER PAPER SUBMISSION

Each individual is limited to one personal appearance on the programme as a presenting author. This policy precludes acceptance of papers for more than one presentation. In other words, **an author can submit and present only one paper**. However, a presenter can always be a non-presenting co-author on additional papers.

Please read the instructions carefully prior to submitting:

1. Each paper can only be submitted to ONE track.
2. Submitted papers must NOT have been previously published and if under review, must NOT appear in print before EURAM 2018 Conference.
3. To facilitate the blind review process, remove ALL authors identifying information, including acknowledgements from the text, and document/file properties. (Any submissions with author information will be automatically DELETED; author information and acknowledgements are to be included in a SEPARATE document).
4. The entire paper (title page, abstract, main text, figures, tables, references, etc.) must be in ONE document created in PDF format.
5. The maximum length of the paper is 40 pages (including ALL tables, appendices and references). The paper format should follow the [European Management Review Style Guide](#).
6. Use Times New Roman 12-pitch font, double spaced, and 1-inch (2.5 cm) margin all around.
7. Number all of the pages of the paper.
8. No changes in the paper title, abstract, authorship, track and actual paper can occur AFTER the submission deadline.
9. Check that the PDF File of your paper prints correctly and ensure that the file is virus-free. Submissions will be done on-line on the EURAM 2018 website (open as of 1 December 2017: see <http://www.euram-online.org/annual-conference-2018.html>.)
10. Only submissions in English shall be accepted for review.
11. In case of acceptance, the author or one of the co-authors should be available to present the paper at the conference. A presenting author can only present one paper at the conference.