



## SIG 13 - SM - Strategic Management

We invite you to submit your research to explore the theme of *The Business of Now: the future starts here* for the EURAM 20<sup>th</sup> Conference.

We look forward to receiving your submissions.

### ST13\_08 - Ecosystems in Management Research – Current and Future research

#### Proponents:

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#### Short description:

The study of ecosystems has gained increased interest during the last decade. An ecosystem is defined as an economic community in which a variety of inter-related stakeholders co-evolve. Scholars have been exploring various ecosystem types i.e. business, entrepreneurship, service, manufacturing and (regional) innovation ecosystems and consider different levels of analysis i.e. system-, organisational-, and individual level. Through published research we have learned about structures and orchestration of ecosystems. However, there is a lack of research describing the inner life of ecosystems. We therefore encourage researchers to contribute with studies on the dynamics of ecosystems where novel understandings of roles and self-organizing mechanisms.

#### Long description:

There is a need to study the inner life of Ecosystems. The study of ecosystems has gained increased interest during the last decade. An ecosystem is defined as an economic community in which a variety of inter-related stakeholders co-evolve. Scholars have been exploring various ecosystem types i.e. business- entrepreneurship- and (regional) innovation ecosystems and consider different levels of analysis i.e. system-, organisational-, and individual level. Through published research we have learned about structures and orchestration of ecosystems. However, there is a lack of research describing the inner life of ecosystems. More precisely, there is a lack of studies explaining stakeholder dynamics and stakeholder embeddedness.

An ecosystem contains a large amount of various interdependent stakeholders. These stakeholders may be involved in managing different value chains, or value networks. Still, we know very little about the interdependencies between value chains, value networks and platforms. We lack understandings of how governance and coordination is performed in the micro level of business processes connecting value chains, value networks and platforms.



Ecosystem research more than often also explain business activities going on in a single ecosystem. However, it seems logic that stakeholders, as niched firms, can perform an act of multi-homing. That is, position themselves in between different business ecosystems, drawing benefits from more than one ecosystem. For example, game providers would probably see a value in supplying more than one ecosystem with their games. We are lacking such studies.

There are also few research contributions describing how stakeholders perform different roles in ecosystems. Most researchers seem to take for granted that firms mainly play four different types of roles: commodity, niche, keystone or physical dominator. Nonetheless, although such approach to role descriptions can bring some understandings of dynamics in the ecosystem playing field, it seems reasonable to believe that more novel role descriptions could bring additional understandings to the dynamics and embeddedness of firms in their ecosystem(s).

Without excluding the possibility of contributing with other types of ecosystem studies, we encourage researchers to make contributions where they study the inner life of ecosystems. We encourage researchers to move away from the traditionally studied areas, and to create novel understandings of roles and self-organizing mechanisms. Esoecially we encourage researchers to contribute with studies on the dynamics of ecosystems where novel understandings of roles and self-organizing mechanisms.

**Keywords:**

- Business Ecosystems
- Innovation Ecosystems
- Service Ecosystems
- Platform Ecosystems
- Manufacturing Ecosystems
- Ecosystem Dynamics

**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:**

- Strategic Management Journal
- European Management Review
- Technological Forecasting and Social Change

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**AUTHORS GUIDELINES**

<http://www.euramonline.org/submissions-guidelines-2020/authors-chairs-dicussants-guidelines.html>