



Strategic Interest Group 13 – Strategic Management (SM)

<http://www.euram-online.org/annual-conference-2017.html>

Dear EURAM members and friends,

With our theme **“Managing Knowledge: Making Knowledge Work”**, 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.

ST 13_02 Business Ecosystems: Structures, governances, strategies, evolutions and transformations

Proponents:

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Description:

From an industrial perspective, first, the classical product/service oriented competition has been replaced by business/industrial system orientated competition, now the business/industrial ecosystems are emerging as the dominant driving forces determining innovation and competitive advantages. The consequences are that 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 has been attracted to this new frontier but is facing serious challenges on many fronts. Although the number of paper on the business ecosystems has grown dramatically in the last ten years, our fundamental understandings about the intrinsic properties and capabilities of ecosystems is still some distance from being able to identify all the ecosystems' 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?

Publish:

To be announced at the conference.

For more information:

Contact the proponents above mentioned.

Submission Deadline: 10 January 2017 (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 2017 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 2017 website (open as of 1 December 2016: see <http://www.euram-online.org/annual-conference-2017.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.

