



## **SIG 12 - RM&RP - Research Methods and Research Practice**

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.

### **T12\_05 - Resource Interaction Research and Network Approaches**

#### **Proponents:**

Enrico Baraldi, Uppsala University; Jens Eklinder Frick, University of Gävle, Gävle; Debbie Harrison, Norwegian Business School, Oslo; Johan Kask, Örebro University; Andrea Perna, Università Politecnica delle Marche, Ancona; Milena Ratajczak-Mrozek, Poznań University of Economics and Business.

#### **Short description:**

This special track seeks to provide a forum for discussions about resource combinations and connections occurring across organisations, and investigated by means of various network approaches. To stimulate fruitful discussions and cross-fertilization we encourage submissions taking a variety of network approaches on interacting resources: for instance, the Industrial Marketing and Purchasing (IMP) view, Actor-Network Theory (ANT), the Resource Based View (RBV), Service Dominant Logic (SDL) and Servitization. Submissions can be both conceptual and empirical. We welcome submissions adopting a wide range of methods, including for instance case studies, qualitative comparative analyses of multiple cases, quantitative studies and agent-based simulations.

#### **Long description:**

This special track seeks to provide a forum for discussions about resource combinations and connections occurring across organisations, and investigated by means of various network approaches. The Resource Interaction Approach (RIA) is, for instance, one of such approaches and focuses on technical, organisational and knowledge-based resources, stressing that the value of a resource arises from combinations with resources mostly external to the firm (see e.g., Baraldi, Gressetvold & Harrison, 2012). Another relevant approach covers, for instance, resource integration within ecosystems (Kleinaltenkamp et al., 2012; Vargo & Lush, 2016).

Submissions to this special track can be both conceptual and empirical and should contribute to better understanding the development and use of resources in a network context, focussing on such areas as, but not limited to, innovation management, logistics, accounting, supply management, B2B marketing, environmental sustainability and digitalisation. Specific research questions addressed can be how value is created around specific resources, for instance a particular competence or product, as well as which actors such as producers or distributors are better equipped to appropriate such value and why. Other relevant issues can concern the research practice of investigating the possibilities and barriers to combining and integrating resources in particular contexts, as well the



role played by various actors in relation to such possibilities and barriers. We also encourage contributions fostering the discussion about the methodological challenges concerning the analysis of resource interactions involving complex inter-organizational relations and networks.

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#### **Keywords:**

Resource interaction research  
Network approaches  
Inter-organisational research practice  
Resource integration  
Resource combinations  
Ecosystems

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

Goal 4: Quality education, Goal 8: Decent work and economic growth, Goal 9: Industry, Innovation, and Infrastructure, Goal 12: Responsible consumption and production, Goal 17: Partnerships for the goals.

#### **Publication Outlet:**

- Journal of Business Research (as a follow up of a special issue “Resource Interaction in Inter-Organizational Networks”, published in 2012 and edited by Enrico Baraldi, Espen Gressetvold and Debbie Harrison)
- Industrial Marketing Management (where Debbie Harrison, Enrico Baraldi and Milena Ratajczak-Mrozek have previously served as guest editors for several special issues)
- Journal of Business & Industrial Marketing, considering especially the IMP Forum section of this journal

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#### **AUTHORS GUIDELINES**

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