Architectural Strategy and Design Evolution in Business Ecosystems

Research Opportunities and Empirical Challenges

Professional Development Workshop
Academy of Management Annual Meeting
Lake Buena Vista, 10 August 2013

TIM, BPS, ENT, OMT Divisions
WDW Swan 3, 10:15 – 12:45
Introductions

• Organizers
  – Richard Tee (EPFL), Chris Tucci (EPFL), Jason Woodard (SMU)

• Panelists
  – Rahul Kapoor (Wharton), Andrea Prencipe (LUISS), Arnaldo Camuffo (Bocconi), Richard Tee (EPFL)

• Discussants
  – J. Peter Murmann (ASB), Carliss Baldwin (HBS)
  – Plenary moderator: Elizabeth Altman (HBS)
Motivation

• There has been an explosion of attention on business ecosystems and related phenomena
  – Industry architectures, value networks, etc.

• These phenomena present exciting research opportunities but also daunting challenges
  – Complex **structure**: intricate links, nested layers, fuzzy boundaries
  – Complex **dynamics**: endogenous strategic behavior, competitive outcomes, technological change

• The groundwork has been laid for progress – it’s time to take stock and move forward!
Shared Beliefs

• Architecture matters
  – Simon (1962), Alexander (1964), Parnas (1972)

• Technologies and economies evolve

• “Designers see and seek value”
Open Issues

• Let’s hear from the panelists, and from you!
  – We’ll make a list ...
Agenda

• Remarks by panelists and discussants (~10 mins each)

• Roundtable breakout sessions (30 mins)

• Plenary discussion (30 mins)
Breakout Session Questions
(for discussion at tables)

1. What are you working on that’s related to the structure or dynamics of business ecosystems?

2. Where have you personally gotten stuck?
   – To what extent has the bottleneck been related to theory, methods, or empirical data?

3. How can we as a community focus our efforts to achieve deeper and more rapid progress?
Let’s Go

• Presenters have kindly agreed to share their slides
  – If interested, please be sure to put your name and email address on one of the sign-in sheets that’s circulating

• Please hold substantive questions until the second half of the workshop – there will be plenty of time for discussion!