

innovations

JOURNAL OF
INNOVATION
ECONOMICS
& MANAGEMENT

Call for papers – Special Issue

Innovation, Entrepreneurship and Business in a Platform-Shaped Society

Guest Editor(s):

Michele Simoni, Full Professor in Innovation and Business Design, University of Naples
Parthenope (Italy)

Tatiana Khvatova, Full Professor in Innovation, Entrepreneurship and Innovation Research
Center at Emlyon Business School (France)

Wissal Ben Arfi, Associate-Professor in Strategy, Innovation & Entrepreneurship,
EDC Paris Business School (France)

A digital platform is a digital technology layered architecture (Yoo *et al.*, 2010, p. 725) combined with a governance model (Parker, Van Alstyne, 2014; Tiwana, 2013) that acts as a central mediator (Breidbach, Brodie, 2017) among the heterogeneous stakeholders of a large economic and social ecosystem. The platform economy is a tendency for businesses to increasingly rely on digital platform business models. The increasing spread of digital platforms has significantly impacted innovation and entrepreneurship by providing new opportunities for creating and capturing value (Nambisan *et al.*, 2019, Autio *et al.*, 2018, Perks *et al.*, 2017). Digitization of innovation and entrepreneurship can increase productivity, provide new working places, and bring new economic and social inputs. Digital infrastructures and platforms encouraged the appearance of new digital business models, which blurred traditional firm boundaries, redefined industry boundaries, and reshaped local and regional economies (Isckia *et al.*, 2020; Eckhardt *et al.*, 2018; Malone, 2018). The emergence of digital platforms at the heart of innovation is an important feature of digital technology and digital entrepreneurship. The development of ICT and increased Internet use have offered platforms for interaction between organizations, suppliers, universities, and consumers (Ben Arfi, Hikkerova, 2021; Gandia, Parmentier, 2020). As a result, innovative companies have disrupted industries by introducing new business models that benefit from new digital technologies and incorporate

environmental, social, and economic opportunities, which has generated an interactive sharing economy (Mazzucchelli *et al.*, 2021).

Digital platforms have proven their central role in reshaping the entrepreneurial pathways of many businesses (Ah-Pine, 2021). Indeed, the platform-based form of organization reshapes work and labor markets and fundamentally challenges current thinking about organizations (Faraj, Pachidi, 2021). In this light, several examples in different sectors can be suggested: the increasing popularity of food sharing platforms (Mazzucchelli *et al.*, 2021); the changes in the transport sector due to the uberization; the enhancements in the healthcare field via the spread of digital tools, especially in times of Covid-19 (Battisti *et al.*, 2022). Moreover, sharing practices, such as gifting, renting, swapping, or bartering, have significantly been adopted by individual and business users (Acquier *et al.*, 2019). Although research on various aspects of the platform economy exists, there are still many unresolved problems, and more interdisciplinary research is needed. For example, a new platform-shaped society requires new laws, regulations, and policies to govern a broad spectrum of issues, such as personal data protection, intellectual property rights, consumer rights, entrepreneurial financing, and more (Acs *et al.*, 2021; Zysman, Kenney, 2018; Martin, 2018). Yet many different research questions require further investigation:

- How the platform economy reshapes society by introducing new types of interactions among people and between people and objects (IoT devices, for example)?
- To what extent do the new digital platforms affect the processes of idea generation and new product development?
- How do digital platforms affect open innovation and interfirm networks?
- In which ways do platform business models influence the competitiveness of an organization?
- How must the organizational culture be adapted to respond to the new challenges of platform-based businesses?
- To what extent must firms' strategy and strategic processes be rethought in a digital platform economy (Cenamor, Frishammar, 2021; Wei *et al.*, 2019)?

This special issue aims to bring together interdisciplinary research into how the platform-based economy transforms entrepreneurship and innovation.

Examples of topics of interest include:

- The peculiarities of governance in the context of the platform economy.
- The innovation strategies in platform ecosystems.
- The ideation processes and new product deployments in the platform economy.
- The impact of platform-based ecosystems on competitiveness and performance at an organizational and system level.
- The emergence of new types of entrepreneurship in the context of the platform economy.
- The digital platforms for social innovation.
- The influence of the platform economy on user/consumer behavior and experiences.
- The risks associated with the spread of digital platforms.
- The negative consequences of the platform-based economy on society.

Conceptual, methodological, and empirical works covering these or other related topics are welcome.

References:

- ACS, Z. J., SONG, A. K., SZERB, L., AUDRETSCH, D. B., KOMLOSI, E. (2021), The evolution of the global digital platform economy: 1971–2021, *Small Business Economics*, 57(4), 1629-1659.
- ACQUIER, A., CARBONE, V., MASSE, D. (2019), How to create value (s) in the sharing economy: Business models, scalability, and sustainability, *Technology Innovation Management Review*, 9(2), 5-24.
- AH-PINE, E. N. (2021), Innovation sociale transformatrice et gestion de la première vague de la Covid-19: quelles leçons pour le management de crise et de post-pandémie? *Innovations*, 022/1 (N° 67), 163-194.
- AUTIO, E., NAMBISAN, S., THOMAS, L., WRIGHT, M. (2018), Digital affordances, spatial affordances, and the genesis of entrepreneurial ecosystems, *Strategic Entrepreneurship Journal*, 12, 72–95.
- BATTISTI, S., AGARWAL, N., BREM, A. (2022). Creating new tech entrepreneurs with digital platforms: Meta-organizations for shared value in data-driven retail ecosystems. *Technological Forecasting and Social Change*, 175, 121392.
- BEN ARFI, W., HIKKEROVA, L. (2021), Corporate entrepreneurship, product innovation, and knowledge conversion: the role of digital platforms, *Small Business Economics*, 56(3), 1191-1204.
- BREIDBACH, C. F., BRODIE, R. J. (2017), Engagement platforms in the sharing economy: conceptual foundations and research directions, *Journal of Service Theory and Practice*, 27(4), 761-777.
- CENAMOR, J., FRISHAMMAR, J. (2021), Openness in platform ecosystems: Innovation strategies for complementary products, *Research Policy*, 50(1), 104148.
- ECHHARDT, J.T., CIUCHTA, M.P., CARPENTER, M. (2018), Open innovation, information, and entrepreneurship within platform ecosystems, *Strategic Entrepreneurship Journal*, 12, 369–391.
- FARAJ, S., PACHIDI, S. (2021), Beyond Uberization: The co-constitution of technology and organizing, *Organization Theory*, 2(1), 2631787721995205.
- GANDIA, R., PARMENTIER, G. (2020), Managing Open Innovation through Digital Boundary Control: The Case of Multi-Sided Platforms in the Collaborative Economy, *Journal of Innovation Economics Management*, 2, 159-180.
- ISCKIA, T., DE REUVER, M., LESCOP, D. (2020), Orchestrating platform ecosystems: the interplay of innovation and business development subsystems, *Journal of Innovation Economics Management*, 2, 197-223.
- MALONE, T.W. (2018), How human-computer' Superminds' are redefining the future of work, *MIT Sloan Management Review*, 59 (4), 34–41.
- MARTIN, K. (2018), The penalty for privacy violations: how privacy violations impact trust online, *Journal of Business Research*, 82, 103–116.

- NAMBUSAN, S., WRIGHT, M., FELDMAN, M. (2019), The digital transformation of innovation and entrepreneurship: Progress, challenges and key themes, *Research Policy*, 48 (8), 103773.
- PARKER, G., VAN ALSTYNE, M. (2014), Platform Strategy, in Augier, M., Teece D., (eds), *Palgrave Encyclopedia of Strategic Management*, Palgrave MacMillan, London.
- PERKS, H., KOWALKOWSKI, C., WITTEL, L., GUSTAFSSON, A. (2017), Network orchestration for value platform development, *Industrial Marketing Management*, 67, 106–121.
- TIWANA, A. (2013), *Platform Ecosystems: Aligning Architecture, Governance, and Strategy*, Waltham, MA: Morgan Kaufmann.
- WEI, R., GEIGER, S., VIZE, R. (2019), A platform approach in solution business: How platform openness can be used to control solution networks, *Industrial Marketing Management*, 83, 251-265.
- YOO, Y. (2013), The Table Has Turned: How Can IS Field Contribute to the Technology and Innovation Management? *Journal of the Association for Information Systems*, 14(5), 227–236.
- ZYSMAN, J., KENNEY, M. (2018), The next phase in the digital revolution: abundant computing, platforms, growth, and employment, *Communications of the Association of Computing Machinery*, 61(2), 54-63.

Timetable for submission and acceptance of papers:

- **November 30th, 2022:** Deadline for complete manuscripts through online paper
- Submission: <http://jiem.manuscriptmanager.net/>
- Guideline for authors:
http://www.cairn.info/docs/Instructions_for_authorsGB110816.pdf
- Final notification for approval: **June 30th, 2023**
- Submit questions to:
michele.simoni@uniparthenope.it ; khvatova@em-lyon.com ; wbenarfi@edcparis.edu