

Managing platforms and ecosystems

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Abstract

This minitrack, under the umbrella of “Organizational Systems and Technology” presents eight (8) papers that answered the call for perspectives for managing platforms and ecosystems. The papers continue and contribute to the scholarly exploration of concepts, theories, tools and practices of managing platforms and ecosystems.

1. Introduction to the minitrack

This minitrack calls for perspectives from information systems, strategy, marketing, operations, computer sciences and policy to continue the scholarly exploration of concepts, theories, tools and practices for managing platforms and ecosystems. It is organised for the third time. It responds to the growing interest in platforms, platform economy and platform business, also recognizing the value of ecosystems [1,2].

Management incorporates many critical activities: designing, planning, implementing, decision making and evaluating. Some but not all of these may be effective in managing platforms and ecosystems. Contemporary organizations are struggling with managing the associated complexities. To support understanding and acting in these interconnected, even hyper-connected economies, we have used the following interrelated concepts:

- Ecosystems are complex socio, economic-, and technical systems that can be characterized by human networks that generate productive output on a sustainable basis, and as business ecosystems consisting of interdependent firms that form symbiotic relationships to create and deliver products and services.
- Platforms, conceptual or technological constructs to structure the relationships, provide a context for connections and value creation in an ecosystem. In practice digital platforms amplify the volume of opportunity in scaling toward success, allowing for multi-sided markets to emerge.

During the three years of this minitrack, platform business models have continued their success and

growth. Also the continued emphasis on communities and ecosystems shows the importance of this topic. Accordingly, selected high-quality HICSS-51 papers from this minitrack will be provided with a fast-track opportunities at *Journal of Enterprise Transformation*.

2. Process toward minitrack

Topics of interest were listed to include, but not be limited to:

- Theories, models and empirical studies of platforms and ecosystems
- Genesis, dynamics, and evolution of platforms and ecosystems
- Value-creation and enablement in ecosystems
- Platform and ecosystem business models
- Industry, technology and investment platforms
- Technological and competitive disruption in ecosystems
- Analytics, visualization, and decision support for platforms and ecosystems
- Best practices in platform and ecosystem management
- Orchestration strategies of platforms and ecosystems

We were very happy to receive 15 papers by US, European and Asian researchers, which shows the global relevance and importance of this topic. The papers received addressed ecosystems, platforms and platform ecosystems, with papers on roles, business models, and governance to name just a few.

With the support of more than 20 outstanding reviewers, we were able to choose the eight (8) papers to be accepted to the minitrack. We would like to thank the reviewers for their invaluable comments, which inspired both the authors as well as the organizers.

3. Program of the minitrack

We would like to thank the authors for responding to the comments from the reviewers, and for their subsequent modifications to the papers.

The minitrack will take place on January 5, 2018 at HICSS-51. The eight (8) accepted papers will be presented in two sessions of the minitrack, both taking place in the morning. Please note that interactions and discussions are a relevant part of the minitrack sessions.

3.1. First session 8:00-9:30

- Enabling the Mapping of Internet of Things Ecosystem Business Models through Roles and Activities in Value Co-creation (Heini Ikävalko, Petra Turkama, Anssi Smedlund)
- Visualizing Ecosystems of Hype (Rahul Basole)
- Complementor-side Ecology and its Implications on Platform Strategy (Sungho Lee, Sung Joo Bae, Mooweon Rhee, Minah Park)
- Could Nearby Pokéstops Improve Restaurant's Online Reputation (Yan Zhang, Jie Zhang)

3.2. Second session 10:00-11:30

- University-Industry Programs as Platforms: A Case Study of Multi-Disciplinary Collaborative Network Development (Arash Hajikhani, Martha Russell, Karina Alexanyan, Erin Young, Jason Wilmot)
- Charting the Emerging Financial Services Ecosystem of Fintechs and Banks: Six Types of Data-Driven Business Models in the Fintech sector (Julian Schmidt, Paul Drews, Ingrid Schirmer)
- Designing Data Governance in Platform Ecosystems (Sung Une Lee, Liming Zhu, Ross Jeffrey)
- Introducing Platform Interactions Model for Studying Multi-Sided Platforms (Kalina Staykova, Jan Damsgaard)

4. For the presenters

Please prepare a **15 minute presentation** of your paper with the following components, while noting that HICSS suggests the use of 4 or 5 PowerPoint slides or transparencies with several bullet points on each: (1) Your/team introduction with relevant background info, and (2) The message of your paper: convey the main concepts, key results, implications, and future work.

Allow for a **15 minute discussion** after your presentation. Note that discussion following presentation is a very valuable feature of a HICSS conference. The discussion is intended to connect your presentation to the theme of the session, so your comments and insights to addressing those are valued.

You are responsible for bringing your own computer. However, bringing an usb as a backup is recommended. Do not use time allocated to other presenters by going over your time. Please honor the 5-minute warning given before the end of your allotted time.

5. You are warmly welcome!

Please join us for exciting presentations and discussions in the workshop! We are looking forward to the presenter insights, both theoretical as well as practical, into managing platforms and ecosystems—as well as your contributions to the discussions!

12. References

[1] Still, K., Russell, M. and R. Basole. "Managing platforms and ecosystems", HICSS-50 minitrack description, 2017 <https://scholarspace.manoa.hawaii.edu/handle/10125/42591>

[2] Russell, M., Still, K. and R. Basole. "Analytics and Decision Support for Ecosystems", HICSS-49 minitrack description, 2016

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3