

14th International Forum on Knowledge Asset Dynamics
IFKAD 2019

Knowledge Ecosystems and Growth

Matera, Italy | 5-7 June 2019

Special Track

Ecosystem approach in retail industry

Research Area: Knowledge Ecosystems

Organizers

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Description

The markets dynamism and the complexity of the relationships between companies and customers stimulates changes in the retail industry and affects the performances of retailers, the ability in decision making, the flexibility in transforming the value proposition and, in general, the knowledge and capabilities required to manage the retail companies. The actual scenario justifies the emerging of new research perspectives aimed at interpreting the retail industry and at hypothesizing future trends of development.

Actually, considering the traditional division of the economic activity in three main sectors: primary – extraction of raw materials and agriculture-, secondary – manufacturing, – and tertiary – services (Fisher, 1939; Fourastié, 1951; Wolfe, 1955) the retail sector is included within the tertiary sector. However, it could appear difficult to describe the modern retail concept within the framework of a single economic sector because, considering the large scale distribution for instance, it involves and stimulates every actor in the market, starting by the control in production of raw materials to the service provision, and from the innovation of the offering to the stimulation of the demand, contributing sometime to its evolution in terms of needs and wants. This developed value offering is highlighted with advanced projects (for e.g. private label offering), in which retailers offer complete product lines controlling the entire supply chain from the production till the customer.

It is emerging the crisis of classical economics sectors in different business contexts. In the ages characterised by fast communication, network relationships, and strong interactions between supply and demand - with the increasing role of value co-creation approaches (Ranjan and Read (2016), Ramaswamy et al. 2018)- new research frameworks are needed. In business, marketing and management studies,

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network and systems theories (Håkansson and Snehota, 1995; Gummesson, 2004; Espejo and Harnden, 1989; Barile, 2009) are giving specific answers to interpret the evolution of the role of relationships and value in different ways in emerging complexity. Within these research approaches, studies around ecosystems frameworks are emerging.

The research about ecosystem (Moore, 1993; 2013) explain the interaction between economic and not economic subjects that generates new perspective of evolutions, defines social relationships, uses, habits, companies and markets. Analyzing the literature about economic ecosystems, it is possible to notice that different authors (Aarikka-Stenroos & Ritala, 2017) are deeping these topics, underlining the possibility to adopt a multiplicity of perspectives to study a phenomenon.

This session has the aim to stimulate the research proposals and contributions around the theme of ecosystem frameworks applied to the retail industry. A lack of literature is evident around this research topic and could be interesting to find new perspectives in theoretical and practical implications.

We call researchers to submit proposal around the follow themes:

- Retail industry as ecosystem
- Ecosystem perspectives in physical and digital stores relationships
- Knowledge ecosystems in retail industry
- Dynamic capabilities and retail in complex markets
- Emerging ecosystems in production and distribution relationships
- Applying competences generating mutual benefits in service networks and systems
- The role of value co-creation approach in supply chains
- Analysing the service perspective in emerging knowledge ecosystems
- Can ecosystem be designed or it emerges? what perspectives in B2B relationships?
- How the service industry can gain new opportunities using an ecosystem approach?

Keywords

Complexity- Network – System - Ecosystem – Retail- Marketing – Consumer

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Guidelines

Researchers wishing to contribute are invited to submit an **extended structured abstract** (in MS-Word format) of **500-700 words** by **15 January, 2019**. The abstract should address theoretical background, research objective, methodology, and results in terms of expected contribution to Knowledge Management theory and practice. Authors are encouraged to follow the guidelines for both extended abstracts as well as full papers available on IFKAD site www.ifkad.org

Important dates

15 January 2019	<i>Abstract submission deadline</i>
20 February 2019	<i>Acceptance notification to authors</i>
15 March 2019	<i>Early-Bird registration cut off</i>
15 April 2019	<i>Full paper submission</i>
15 May 2019	<i>Registration deadline</i>
5-7 June 2019	<i>Conference sessions</i>

For further information

For any further information, please see the event website at www.ifkad.org or contact the conference manager at info@knowledgeasset.org