

## KURSPLAN

# Digital Business and Industrial Dynamics, 7,5 högskolepoäng

*Digital Business and Industrial Dynamics, 7.5 credits*

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Kurskod:	FJDBD31	Utbildningsnivå:	Forskarnivå
Fastställt av:	Forskarutbildningsrådet 2020-11-30	Forskarutbildningsämne:	Företagsekonomi
Gäller fr.o.m.:	Våren 2021		
Version:	1		

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### Syfte

Digitalization of businesses has received much attention in recent years. Many different domains of academic research are today increasingly concerned with the how firms are affected by digitalization and how they can realize the novel opportunities that have emerged. Digital Business is increasingly regarded as a distinct topic within academia. As the roots of such a concept can be derived from a wide range of different literature fields such as information systems, entrepreneurship, strategic management, innovation management, systems of innovation etc there is presently a need for bringing these diverse approaches together. This course provides an overview of the subject Digital Business with a particular focus on industrial dynamics, i.e. the competitive implications for firms and industries. In doing so, it prepares the doctoral student for performing research within the subject of digital business.

### Lärandemål

On completion of the course, the students will be able to:

#### Kunskap och förståelse

Present an overview of the field of digital business and show an understanding of different stands of literature that deal with the topic.

#### Färdighet och förmåga

Identify gaps in current research and formulate research questions related to these gaps.

#### Värderingsförmåga och förhållningssätt

Critically evaluate contributions to the field of digital business.

### Innehåll

The course begins with a background and introduction to digital business. The following sessions cover how various academic fields within management dealt with the topic previously. Each session covers a couple of central contributions to digital business within a certain field, e.g. industrial dynamics or innovation studies. Explicit attention is devoted to the identification of current gaps in research and how doctoral students can formulate research questions related to addressing these gaps.

## Undervisningsformer

The course is based on reading assigned material, preparations, discussion seminars and presentation seminars. This means that students are required to take an active approach to their own learning. There are written assignments and oral presentations in the course. All teaching will take place over Zoom. Teaching sessions will be highly interactive, contain plenty of presentations and include participation from key scholars in the field. Sessions will deal explicitly with how the participant can identify gaps in research or make use of papers for their own doctoral work.

Undervisningen bedrivs på engelska.

## Förkunskapskrav

Admitted in a doctoral programme of a recognized business school or university.

## Examination och betyg

Kursen bedöms med betygen Underkänd eller Godkänd.

The course will be examined in the following way:

- Handins, Seminar attendance, presentations and active contribution to discussion (50%)

fulfill ILOs 1, 3

- Assignment: Completion and presentation of term paper (50%) fulfill ILOs 1, 2, 3

All parts of the examination is individual. All parts of the examination must be passed to achieve a grade in the course.

The grades for the course are “pass” or “fail”.

## Kursvärdering

A course evaluation will be conducted at the end of the course.

## Kurslitteratur

Session 1 Introduction, Digital business, innovation and industrial dynamics

26 of February, 13-16 SWE time

Readings

Arthur, B.W. (1996) Increasing Returns and the New World of Business, Harvard Business Review, July-Aug.

Christensen, C. M., & Rosenbloom, R. S. (1995). Explaining the attacker's advantage: Technological paradigms, organizational dynamics, and the value network. Research policy, 24(2), 233-257.

Tripsas, M. (1997) Unraveling the process of creative destruction: complementary assets and incumbent survival in the typesetter industry, Strategic Management Journal, Vol. 18(S1), pp. 119-142

Tushman, M. L., & Anderson, P. (1986). Technological discontinuities and organizational environments. Administrative science quarterly, 439-465.

Session 2 Digital business and entrepreneurship

4 of March, 13-15 SWE time

## Readings

Nambisan, S. 2016. Digital Entrepreneurship: Toward a Digital Technology Perspective of Entrepreneurship. *Entrepreneurship Theory and Practice*, 41(6): 1029–1055.

Von Briel, F., Davidsson, P. & Recker, J. 2018. Digital Technologies as External Enablers of New Venture Creation in the IT Hardware Sector. *Entrepreneurship Theory and Practice*, 42(1), 47-69.

Srinivasan, A. & Venkatraman, N. 2018. Entrepreneurship in digital platforms: A networkcentric view. *Strategic Entrepreneurship Journal*, 12(1), 54 -71.

## Session 3 Digital business and Information Systems

5 of March, 13-15 SWE time

## Readings

Yoo, Y., Henfridsson, O., & Lyytinen, K. (2010). Research commentary—the new organizing logic of digital innovation: an agenda for information systems research. *Information systems research*, 21(4), 724-735.

Bharadwaj, A., El Sawy, O. A., Pavlou, P. A., & Venkatraman, N. (2013). Digital business strategy: toward a next generation of insights. *MIS quarterly*, 471-482.

## Session 4 Digital business, strategy and business models

11 of March, 10-12 SWE time

## Readings

Achtenhagen, L., Melin, L., & Naldi, L. (2013). Dynamics of business models—strategizing, critical capabilities and activities for sustained value creation. *Long range planning*, 46(6), 427-442.

Amit, R., & Zott, C. (2001). Value creation in e-business. *Strategic management journal*, 22(6-7), 493-520.

Zott, C., Amit, R., & Massa, L. (2011). The business model: recent developments and future research. *Journal of management*, 37(4), 1019-1042.

Tripsas, M., & Gavetti, G. (2000). Capabilities, cognition, and inertia: Evidence from digital imaging. *Strategic management journal*, 21(10-11), 1147-1161.

## Session 5 Digital business and Innovation studies

12 of March, 13-15 SWE time

## Readings

Dosi, G. (1982). Technological paradigms and technological trajectories: a suggested interpretation of the determinants and directions of technical change. *Research policy*, 11(3), 147-162.

Lundvall, B. Å., Johnson, B., Andersen, E. S., & Dalum, B. (2002). National systems of production, innovation and competence building. *Research policy*, 31(2), 213-231.

Geels, F. W. (2004). From sectoral systems of innovation to socio-technical systems: Insights about dynamics and change from sociology and institutional theory. *Research policy*, 33(6-7), 897-920.

## Session 6 Digital business and institutional change

18 of March, 13-15 SWE time

## Readings

Peng, MW, S Li Sun, B Pinkham and H Chen (2009). The institution based view as a third leg for a strategy tripod. *Academy of Management Perspectives*, 23(4), 63–81

Garud, R., Jain, S., & Kumaraswamy, A. (2002). Institutional entrepreneurship in the sponsorship of common technological standards: The case of Sun Microsystems and Java. *Academy of management journal*, 45(1), 196-214.

Funk, R. J., & Hirschman, D. (2014). Derivatives and deregulation: Financial innovation and the demise of Glass–Steagall. *Administrative science quarterly*, 59(4), 669-704.

Gurses, K., & Ozcan, P. (2015). Entrepreneurship in regulated markets: Framing contests and collective action to introduce pay TV in the US. *Academy of Management Journal*, 58(6), 1709-1739.

Session 7 Digital business and Digital methods

19 march, 13-15 SWE time

Readings

Stieglitz S, Dang-Xuan L, Bruns A, Neuberger C. (2014). Social Media Analytics. *Business & Information Systems Engineering*, 6(2), 89-96.

Stieglitz, S., Mirbabaie, M., Ross, B., & Neuberger, C. (2018). Social media analytics–Challenges in topic discovery, data collection, and data preparation. *International journal of information management*, 39, 156-168.

Geissinger, A., Laurell, C., Öberg, C., Sandström, C., Sick, N., Suseno, Y. (2020) Social Media Analytics for acquisition of market and non-market perceptions in the sharing economy, accepted for publication in *Journal of Knowledge Management*.

Session 8 Digital business and Digital history

25 of March, 13-15 SWE time

Readings

Cheung, Z. (2020). Analytically Structured History Approach Using a Relational Database–Essays on the Historical Embeddedness of Strategy Formulation.

Rowlinson, M., Hassard, J., & Decker, S. (2014). Research strategies for organizational history: A dialogue between historical theory and organization theory. *Academy of Management Review*, 39(3), 250-274.

Eriksson, K., Ernkvist, M., Laurell, C., Moodysson, J., Nykvist, R., & Sandström, C. (2019). A revised perspective on innovation policy for renewal of mature economies–Historical evidence from finance and telecommunications in Sweden 1980–1990. *Technological Forecasting and Social Change*, 147, 152-162.

Laurell, C., Sandström, C., Eriksson, K., & Nykvist, R. (2020). Digitalization and the future of Management Learning: New technology as an enabler of historical, practice-oriented, and critical perspectives in management research and learning. *Management Learning*, 51(1), 89-108.

Session 9 Digital business and Digital history

26 of March, 13-16 SWE time

Final presentations and course wrap up