



## Call for Papers

***Title: Digital platforms as interfirm networks enabling innovation in an international context.***

**Short title (VSI): Platforms & Networks: International context**

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### **Guest Editors:**

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### **Background and Motivation**

Since the early 2000s, academic literature has begun to develop research on platforms, the main advantage of which is to facilitate exchanges between agents or companies that would not otherwise meet and transact. Platforms are evolving organizations or meta-organizations that: (1) federate and coordinate constitutive agents who can innovate and compete; (2) create value by generating and harnessing economies of scope in supply or/and in demand; and (3) entail a modular technological architecture composed of a core and a periphery. While platforms appear in a variety of organizational forms, we focus on platforms of innovation which mutate scope and breadth of R&D works and lower entry barriers, affecting competitive dynamics (Pénin and Burger-Helmchen, 2012; Tan and Toh, 2022).

Within the framework of open innovation theory (Chesbrough, 2003) platforms facilitate inbound and outbound innovations (Boyer et al., 2021). First, platforms raise the option value of in-house R&D by broadening its fields of application and increasing its attractiveness. Collectively, the platform innovator(s) and the complementors constitute an ecosystem, the viability of which depends on continued innovation and maintenance of the platform by its owner(s) and a delicate balance of cooperation and competition among the providers of complements.

Second, platforms allow incumbent firms to identify, select and connect to the wealth produced by external innovation. Outbound open innovation accelerates technological progress among the firms they collaborate with, thus removing technological bottlenecks in their business ecosystem (Masucci et al., 2020; Calabrese et al., 2021).

Third, platforms are candidates as a means to seize opportunities allowed by enabling technologies. The technologies support new processes, goods and service innovation throughout the economy and are of systemic relevance. They are multidisciplinary, cutting across many technology areas with a trend towards convergence and integration. Mastering these technologies requires competencies that go far beyond the organizational capabilities held by a single firm. Consequently, platforms will be at the forefront of managing the shift to a low carbon, knowledge-based economy (Teece, 2018).

Fourth, while digital platforms present new business opportunities, they also pose challenges to international management (Tan and Toh, 2022). Regulatory issues, cultural differences, and cybersecurity concerns are among the most significant challenges. Companies must navigate different legal and regulatory frameworks when operating in multiple countries, and cultural differences can create challenges in terms of marketing, customer service, and product design. Cybersecurity concerns are also a major challenge, as digital platforms are vulnerable to cyber-attacks, and innovation platforms are particularly targeted for industrial espionage reasons.

The recent and burgeoning literature about platforms shows the fruitfulness of this process that opens a large and new field of research (Srivastava et al., 2021). Calabrese et al. (2021) shows that platforms can be seen from an economics perspective or through an organizational lens. The economics approach tends to privilege the analysis of network effects and the conditions under which the competition between platforms leads to a winner takes all outcome (Eisenmann et al., 2006). The organizational view tackles architecture and interface problems inherent to the platform construction. The interests related to the construction of a modular platform; the digital counterpart of the modular architectures described by Calabrese et al. (2021) are then discussed. Architecture innovation, modular innovation and interface innovation (Cohendet and

Meyer-Krahmer, 2001; Luo, 2018) are the subject of an increasingly specialized literature that goes beyond the traditional field of management sciences to integrate concepts from the engineering sciences.

Return sharing between platform partners is a research open field, as is the compared efficiency of open source vs. closed platforms (Hazlett et al., 2011). Platforms proceed from a social tradeoff between appropriability and market power (Rampa et al., 2021). Investors creating new platforms generate supra-competitive returns for various other firms but sub-competitive payoffs for their own. This lack of appropriability not only limits the innovation in question, thwarting its growth, but produces market signals that may deter a wide range of socially useful entrepreneurship (Sahut et al., 2021). In this context, open and closed platforms tend to converge across a broad range of historical and contemporary settings and commercial and noncommercial environments (Barnett, 2010). Open source may be view as the platform holder commitment against expropriating that induce complement investment from other entrepreneurs and support platform value. However, Chesbrough and Teece (2002) recall the failure of the IBM PC and show that a great deal of innovation required and integrated approach leading to the construction of a closed platform.

Finally, considering the distinction between inbound and outbound innovation (Li-Ying et al., 2018) or autonomous vs. systemic innovation, this special issue could refine previous results on the efficiency conditions of divers' types of platforms (Tan and To, 2022; Srivastava et al., 2022), and how platforms permit to create interfirm collaborations fostering innovation in an international context, which leads to the question of the real frontier of organizations.

### **Suggested topics (but not exclusively)**

- Platforms through the economical lens: Networks effects, appropriability and revenues sharing in an international context
- Platforms in an organizational perspective: architecture innovation, modular innovation, interface innovation and organizational frontier
- Efficiency conditions and innovative capability of open source vs. closed platforms
- The management of inbound and outbound innovation through platforms
- The management of autonomous vs. systemic innovation trough platforms
- Platforms and technological catching up
- The dynamic of architecture and revenues sharing of multilayered platforms

- The characteristics of the competition between platforms: Does only size matter?
- Platforms embeddedness and innovative start-ups survival
- Platforms and innovative entrepreneurship
- Platforms and knowledge sharing in an international context
- Platforms, external collaborations, industrial espionage and security issues
- Platforms and international collaborations or co-competition between firms
- Uses of innovation platforms in different cultural and regulatory contexts, for example, what are the differences between Asia, Europe and the USA?

### **Important dates**

The timeline for this special issue is as follows:

- Submission deadline: Feb. 1st, 2024
- Review process: On a rolling basis from Nov. 2023 to Dec. 2024
- Expected Publication: mi-2025

Authors are encouraged to present a draft of their paper at the 4th International DIFE Conference "Digital, Innovation, Financing and Entrepreneurship" to be held on 3-4 July 2023 in Montreal. For submission to the DIFE 2023 conference, an extended abstract (in English or French) is sufficient. Deadline: 30 April 2023.

<https://dife2023.sciencesconf.org>

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## **Biography of guest editors**

### **1/ Prof. Jean-Michel Sahut, IDRAC Business School, Lyon, France**

Dr. Jean Michel Sahut (PhD) is a Professor at IDRAC Business School, France. He teaches entrepreneurial finance, business plan, corporate finance, financial market, electronic payments, Fintech, research methodology, and serious game. Previously, he was Professor at University of Applied Sciences and Arts Western Switzerland (Ch), Professor and director of the RESFIN Laboratory at Institut Mines-Telecom. He has been a main organizer of 31 international conferences. He has published more than 150 scientific papers about finance, Fintech, Bitcoin, entrepreneurship, artificial intelligence and innovation in international peer review journals and five books. [https://www.researchgate.net/profile/Jean-Michel\\_Sahut](https://www.researchgate.net/profile/Jean-Michel_Sahut)

### **2/ Prof. Didier Chabaud, IAE de Paris, University of Paris 1 panthéon Sorbonne, France**

Dr. Didier Chabaud is a professor at the IA of Paris in entrepreneurship and strategy. He has published numerous articles on the subject in academic journals, as well as books and book chapters. He is particularly interested in the dynamics of business creation (creation process, role of teams and social networks, support) and in the development strategies of organizations, especially families, and territories. He is the director of the Chair of Entrepreneurship - Territory - Innovation (ETI), former president of the Academy of Entrepreneurship and Innovation (AEI) and co-editor of the *Revue de l'Entrepreneuriat* (2013-2019).

### **3/ Prof. Léo-Paul Dana, Groupe IGS, ETI Chair - Univ. Paris 1, France & Dalhousie University, Canada**

Dr. Léo-Paul Dana is Visiting Professor at LUT School of Business and Management, Lappeenranta University of Technology, Finland and Professor at ICD Business School, Paris, France. He holds the title of Professor at Dalhousie University and is also associated with the Chaire ETI at Sorbonne Business School. A graduate of McGill University and HEC-Montreal, he has served as Marie Curie Fellow at Princeton University and Visiting Professor at INSEAD and at Kingston University. He has published extensively in a variety of journals including: *Entrepreneurship: Theory & Practice*, *International Business Review*, *International Small Business Journal*, *Journal of Business Research*, *Journal of Small Business Management*, *Journal of World Business*, and *Small Business Economics*.

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Dr. Yang Song is full professor at Economics School of Jilin University in China. She also works for China-Israel Entrepreneurship and Innovation Centre at Jilin University in China. She is a visiting researcher at Ben-Gurion University of the Negev, Israel. She has published paper in *Small Business Economics*, *Technological Forecasting and Social Change*, *Applied Economics* etc. She has a lively research interest in the field of entrepreneurship and innovation, evolutionary game etc. She is currently working on a number of projects, which involve entrepreneurial ecosystem, entrepreneurship education, technology transfer and collaborative innovation networks etc.