

Call for chapters for the Edited volume

Value Creation in Digital Platforms and Business Ecosystems:

Networks, Relationships and the Platform Markets

to be published by Routledge

Editors:

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Background and objective

Opportunities brought by digital technologies have dramatically transformed business contexts and the structure of business interactions. Digital relationships with partners and customers taking place on the online platforms and organized as digital businesses ecosystems and digital service platforms influence the modes and mechanisms of value creation in such contexts. Meanwhile, in the physical product market, value creation is mostly an internal process within the so-called pipeline business model, the value creation in the platform markets is somewhat different with the absence of explicit value stream directions. Platform actors are in a complex relationship with each other, exchanging resources on a permanent basis and without a predefined order, creating innovations and hence, value. The preconditions for value creation in the digital markets are related to the so-called network effects. Actors within digital markets may benefit from the supply-side network effects or economies of scale, as well as demand-side network effects. On the other side, the network effects may turn negative if the platform loses its attractiveness. Hence, the matter of digital community curation and governance to ensure innovation is of high urgency. Further, in such digital spaces, the issue of value co-creation with customers and partners becomes of pivotal importance.

This edited volume seeks to provide a comprehensive and detailed exploration of the evolution and current state of research on all aspects of value creation in the context of platform markets, digital ecosystems and platforms. It brings together established scholars deepening knowledge and emerging scholars forging new ground to expand knowledge and investigates different perspectives on the subject matter. All types of scholarly papers are invited for submission (theoretical, review, cases, descriptive empirical studies, etc.) employing a variety of research methods. The aim is to produce a reference book that can be used both by academics aiming to familiarize themselves with the state of research and theory concerning value creation in the platform markets, as well as practitioners interested in the practices and insights in the subject matter.

Recommended topics

The book is open to conceptual and empirical contributions and case studies from all areas of business administration and management, marketing, entrepreneurship, innovation, economics and humanities. Chapters related to all dimensions of context relevant for Value creation in Digital Platforms and Markets are welcome. They include, but are not limited to, the following:

- Social, environmental and economic value creation in the platform markets and digital business ecosystems
- Value creation logics; and its effects on the digital ecosystems and service platforms actors
- Value co-creation in the digital platforms and ecosystems
- Customer roles and contributions in value creation in digital business ecosystems
- Business model perspective on value creation in the digital ecosystem; value proposition, architecture and network
- Value creation and sustainability issues in the digital ecosystems
- Value creation in time and space context
- Innovation and value creation in the platform markets
- Platform management and governance for value creation
- Conceptual and empirical models of value creation and value orchestration

Publishing information

Chapters will be 6,000 to 8,000 words in length. All chapters will be peer-reviewed.

Tentative timeline

- Chapter proposal due (300-to-500-words): 1 March 2024. The chapter proposal should outline idea/research questions, relevance for Value creation in Digital Markets, methodology and expected results
- Notification decision on proposal: 31 March 2024
- Full chapter due (first draft): 31 July 2024
- Peer/ editor reviews due: 31 October 2024
- Final chapter due: 31 January 2025
- Final proof sent to authors – To be announced
- Book published: Late 2025/Early 2026 (to be finalized by the Publisher).

Submission

Please send the book chapter proposal to Victoria Slettlı, Inland Norway University of Applied Sciences (Norway): Victoria.slettlı@inn.no