



Industry Transformations: How Firms, Industries and Their Architectures Co-Evolve

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In a dynamic business world industries and the business systems within which they are nested change, get re-defined; integrate, disintegrate, reintegrate, converge and diverge, changing the landscape for firms involved. As industries and systems change, so do firms, their capabilities, and their competitive prospects (see, e.g., Jacobides & Winter, 2005). This poses some interesting challenges for the way we think about industries and business systems. While studies from Industrial Organization or Technology Management have focused on some aspects of industrial dynamics (e.g. Klepper, 1997; Abernathy and Utterback, 1978), these largely took the basic levels of analysis for granted. However, this is no longer a viable assumption in today's world, where industries move from one configuration to another (Jacobides et al., 2006; Quinn and Sparks, 2007; Gersch & Goeke, 2007). New industries, new industry architectures, and new business models are born as established ones change or fade away. Such dynamics are the focus of this track.

The transformation of industries and their micro-foundations offer a wide arena for interesting research questions and empirical work. At the same time, this evokes the need for methodical considerations on how to uncover the co-evolution of objects on different levels of analysis, especially when causes and effects occur in different points in time.

This proposal looks to build on our EURAM 2008 track. In doing so we aim to embrace wider social, economic, and technological dimensions of what is an essentially co-evolutionary process. We also look to accommodate multiple levels of analysis. This proposal offers an opportunity for researchers to focus on the causes and implications of industry evolution, to interact in a European context, to share their work and to engage in mutual learning and collaboration.

For a more detailed description of the track's subject please visit:
<http://www.industry-transformation.com>