



INSTITUT DE RECHERCHE EN GESTION

Sous la co-tutelle de :  
UNIVERSITÉ GUSTAVE EIFFEL  
UPEC - UNIVERSITÉ PARIS-EST CRÉTEIL

## IRG 2020: Platforms, communities and ecosystems in the digital era

### Call for papers

Over the last few decades, digital technologies have been disrupting public and private organizations. To meet these challenges, digital “platforms” have become more and more established in all sectors. A digital platform economy is emerging and platforms are enabling a wide range of activities whether in the organization of collaborative work (Ansell and Gash, 2018), crowdsourcing strategies for more active communities of consumers and users (Jensen, Hienert and Lettl, 2014) or the deployment of new business models and industrial leadership (Gawer and Cusumano, 2014). The reasons behind the increasing importance and success of platforms are mainly their stability, flexibility, and modularity (Ciborra, 1996).

However, how these platforms are structured and used raises many questions. They can sometimes result in unanticipated and undesirable consequences at the economic and social level, for example on new forms of work (Cardon and Casilli, 2015) or the modes of algorithmic governance (Benavent, 2016). Both a sign and an accelerator of digital transformations, platforms blur the traditional boundaries of organizations. They create as much as they destroy, sometimes causing unexpected resistance phenomena (Viseur and Charleux, 2019). Even though platforms drive business success and efficiency, their transformative effects that they induce within the communities and ecosystems they generate should be substantively considered (Koenig, 2012; Schenk and Guittard, 2016).

This conference awaits contributions from all management sub-disciplines (human resources, strategy, marketing, innovation, entrepreneurship, etc.). The symposium is also open to contributions from other disciplines (sociology, economics, anthropology, etc.) as long as it is not the work of specialists, which could provide a different perspective on organizational features. In all these cases, a critical perspective would be appreciated.

Research bringing forth theoretical and/or empirical insights to the following research topics is welcome (non-exhaustive list):

- **Digital platforms and open innovation**
- **CtoC platforms and new business models**
- **Brand communities and brand control**
- **Digital platforms and reputation management**
- **Platforms and transformation of organizations**
- **Collaborative platform and the emergence of community ecosystems**
- **Platform leadership ecosystems and strategies**
- **Systemic effects of platforms (information bubble, trolls and fakes, herding behaviors, etc.)**
- **Algorithmic governance**

## References

- ANSELL C., GASH A., 2018, « Collaborative Platforms as a Governance Strategy », *Journal of Public Administration Research and Theory*, 28, 1, p. 16-32.
- BENAVENT C., 2016, *Plateformes. Sites collaboratifs, marketplaces, réseaux sociaux Comment ils influencent nos choix*, Paris, FYP Editions, 224 p.
- CARDON D., CASILLI A., 2015, *Qu'est-ce que le Digital Labor ?*, Etudes et controverses, INA, 104 p.
- CIBORRA C.U., 1996, « The Platform Organization: Recombining Strategies, Structures, and Surprises », *Organization Science*, 7, 2, p. 103-118.
- GAWER A., CUSUMANO M.A., 2014, « Industry Platforms and Ecosystem Innovation », *Journal of Product Innovation Management*, 31, 3, p. 417-433.
- JENSEN M.B., HIENERTH C., LETTL C., 2014, « Forecasting the commercial attractiveness of user-generated designs using online data: An empirical study within the LEGO user community », *Journal of Product Innovation Management*, 31, S1, p. 75-93.
- KCENIG G., 2012, « Le concept d'écosystème d'affaires revisité », *M@n@gement*, 15, 2, p. 209.
- SCHENK E., GUITTARD C., 2016, « Crowdsourcing et développement d'un écosystème d'affaires : Une étude de cas », *Innovations*, 49, 1, p. 39-54.
- WISEUR R., CHARLEUX A., 2019, « Changement de gouvernance et communautés open source : le cas du logiciel Caroline », *Innovations*, 58, 1, p. 71.

## Conference date and venue

December 15, 2020

IAE Gustave Eiffel, UPEC, Place de la Porte des Champs, 94000 Créteil  
Subway Line 8 – Stop Créteil Université, follow the exit « Mail des Mèches »

## Important dates

Submission opening: April 01, 2020

**Submission deadline: July 10, 2020**

Notification of acceptance: July 15, 2020

Final documents submission: September 15, 2020

## Submission guidelines

Proposals for papers can be written in French or in English. Submissions should take the form of a **5-page single-spaced document**. A submission guidelines document is available on the conference website.

<https://irg2020.sciencesconf.org/>

## Publication opportunity

Journal: *Innovations Revue d'Économie et de Management de l'Innovation*

Thematic issue: *Platforms, communities and ecosystems in the digital era*

**Guest editors** : Béjean Mathias (IRG – Univ. Paris Est Créteil) ; Benavent Christophe (CEROS – Univ. Paris Nanterre) ; De Pechpeyrou Pauline (IRG – Univ. Paris Est Créteil)

- **The special issue and the editorial line of the Journal**

This proposal focuses on the new organizational forms –platforms– and their effects on innovation and marketing processes. It also examines the business ecosystems that platforms generate. How do platforms revisit the cooperation versus competition dilemma? Under which conditions do platforms promote innovation? What resistance can they induce within organizations? How can brands maintain control of their image in the face of consumer communities' emergence? To what extent is the rise of platforms inducing new challenges in terms of reputation management for brands and organizations? To what extent can the ubiquity of platforms in consumers and users' daily life reinforce herd behavior? How can both public and private organizations integrate these changes to better define their offer?

- **Paper submission**

Submissions should be done on the Editorial Manager platform before March 1, 2021.

### Scientific committee

All papers will be double-blind peer reviewed.

The scientific committee is composed of:

**Abdelmajid Amine**, IAE Gustave Eiffel  
**Christine Balagué**, Institut Mines-Télécom  
Business School  
**Mathias Béjean**, IAE Gustave Eiffel  
**Christophe Benavent**, Université Paris Nanterre  
**Faten Ben Slimane**, IAE Gustave Eiffel  
**Sébastien Brion**, Université AMU  
**Thierry Burger-Helmchen**, Université de  
Strasbourg  
**Luciana Castro Goncalves**, ESIEE  
**Pauline de Pechpeyrou**, IAE Gustave Eiffel  
**Jean-Philippe Galan**, IAE de Bordeaux  
**Sébastien Gand**, Sciences Po Grenoble  
**Frédéric Garcias**, IAE Lille-LEM

**Gilbert Giacomoni**, Agro ParisTech  
**Thomas Gillier**, EM Grenoble  
**Sophie Hooge**, Mines ParisTech  
**Julie Labatut**, INRA  
**Jean-Fabrice Lebraty**, iaelyon School of  
Management  
**Jean-François Lemoine**, Université Paris 1  
Panthéon-Sorbonne  
**Paul Muller**, Université de Lorraine  
**Philippe Odou**, Université de Reims Champagne  
Ardenne  
**Valérie Pallas**, IAE Gustave Eiffel  
**Thierry Rayna**, École Polytechnique  
**Bérangère Szostak**, Université de Lorraine

### Scientific program co-Chairs

Mathias Béjean and Pauline de Pechpeyrou, Université Paris-Est, IRG

For any further information concerning the submission process:

[mathias.bejean@u-pec.fr](mailto:mathias.bejean@u-pec.fr) or [pauline.de-pechpeyrou@u-pec.fr](mailto:pauline.de-pechpeyrou@u-pec.fr)

### Organizing committee

Marwa Haddar, Université Paris-Est, IRG, [marwa.haddar@u-pec.fr](mailto:marwa.haddar@u-pec.fr)