

[Keynote Talk]: Knowledge Codification and Innovation Success within Digital Platforms

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Abstract : This study examines interfirm networks in the digital transformation era, and in particular, how tacit knowledge codification affects innovation success within digital platforms. Hence, one of the most important features of digital transformation and innovation process outcomes is the emergence of digital platforms, as an interfirm network, at the heart of open innovation. This research aims to illuminate how digital platforms influence inter-organizational innovation through virtual team interactions and knowledge sharing practices within an interfirm network. Consequently, it contributes to the respective strategic management literature on new product development (NPD), open innovation, industrial management, and its emerging interfirm networks' management. The empirical findings show, on the one hand, that knowledge conversion may be enhanced, especially by the socialization which seems to be the most important phase as it has played a crucial role to hold the virtual team members together. On the other hand, in the process of socialization, the tacit knowledge codification is crucial because it provides the structure needed for the interfirm network actors to interact and act to reach common goals which favor the emergence of open innovation. Finally, our results offer several conditions necessary, but not always sufficient, for interfirm managers involved in NPD and innovation concerning strategies to increasingly shape interconnected and borderless markets and business collaborations. In the digital transformation era, the need for adaptive and innovative business models as well as new and flexible network forms is becoming more significant than ever. Supported by technological advancements and digital platforms, companies could benefit from increased market opportunities and creating new markets for their innovations through alliances and collaborative strategies, as a mode of reducing or eliminating uncertainty environments or entry barriers. Consequently, an efficient and well-structured interfirm network is essential to create network capabilities, to ensure tacit knowledge sharing, to enhance organizational learning and to foster open innovation success within digital platforms.

Keywords : interfirm networks, digital platform, virtual teams, open innovation, knowledge sharing

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