

Strategy and Digitisation - Technology, Standards and Network Effects (TDEI72)

Strategi och digitalisering - teknik, standarder och nätverkseffekter

<https://ju.se/studieinfo/en/kurs/tdei72/ht-2018>

Part of the master profile Digitisation and management



IEI/EIS

L1:1

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The purpose is to give you insights enabling you to make nuanced assessments of the potential behind the hype

IEI/EIS

L1:2

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It's hot
It's happening
It's now

IEI/EIS

L1:3

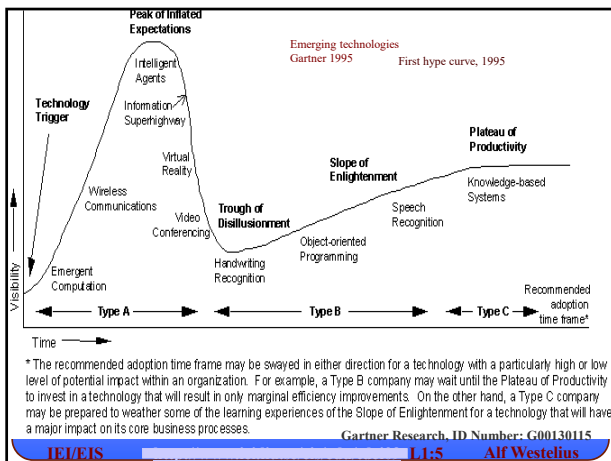
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It's cold
It has happened
It was yesterday, but still ...

IEI/EIS

L1:4

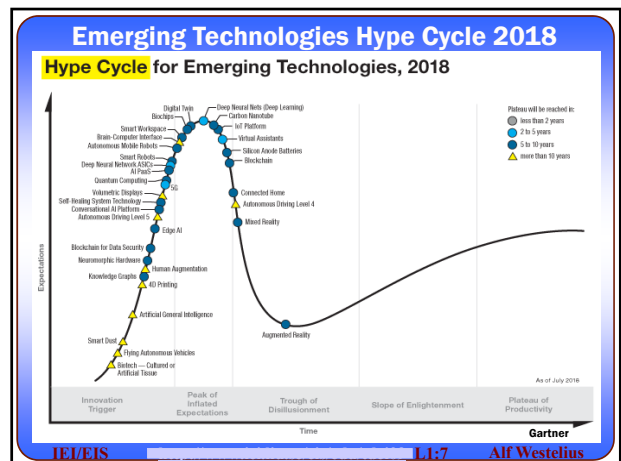
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L1:5

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L1:7

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Emerging Technology Trends 2018

Democratized AI <ul style="list-style-type: none"> AI PaaS Artificial general intelligence Autonomous driving Level 4 Autonomous driving Level 5 Autonomous mobile robots Conversational AI platform Deep neural nets Flying autonomous vehicles Smart robots Virtual assistants 	Digitalized Ecosystems <ul style="list-style-type: none"> Blockchain Blockchain for data security Digital twin IoT platform Knowledge graphs
Do-It-Yourself Biohacking <ul style="list-style-type: none"> Biotech Biotech – cultured or artificial tissues Brain-computer interface Exoskeletons Augmented reality Mixed reality Smart fabrics 	Transparently Immersive Experiences <ul style="list-style-type: none"> 3D printing Connected home Edge AI Self-healing system technology Silicon anode batteries Smart dust Smart workspaces Wearable displays

gartner.com/SmarterWithGartner

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TDEI72 A focus on the relationship between the organisation and its surrounding

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- ### Business and digitisation
- Demand-side economies of scale and network effects
 - Lock-in
 - Standards, standardisation and standards wars
 - Knowledge management
- IEI/EIS L1:10 AIF Westelius

Course components

- Seminars
- Academic articles
- A book
- Cases
- Lectures
- Group projects
- Reflection
- Reading and writing
- Other discussions

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Strategy, what's that?

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Strategy deployment or From thinking to tinkering?

(Ciborra 1991, 1994)

Positioning (early Porter)

or

Resource based? (Grant, Teece)

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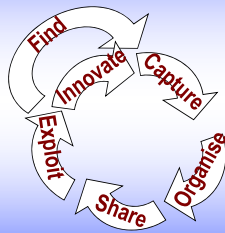
Strategy

Planned
or
Emergent?

Knowledge management

Systematic attempts at furthering the development and exchange of knowledge in a relevant system (department, enterprise group, network, ...)

KM activities



Exploration /
exploitation
Kaizen /
BPR

Knowledge investment

		Technological	Social
Knowledge domain	Explicit	Accenture BT	LiU Pharmacia Upjohn
	Tacit	The virtual office	Blacksmith

Knowledge management investments,
Earl & Scott, (98) p9

Apple's business model?
Google's business model?
Schibsted's business model?

Examples of project topics

- Payment solutions in public transportation
- Google's portfolio to lock in customers
- Software pricing – two companies' policies
- The sharing economy and peer to peer platforms
- Pricing strategies in the Android gaming market
- Apple's HW standards strategy
- Dating sites and two-sided network effects
- Stack Overflow's gamification for knowledge management
- PayPal's strategy over time