

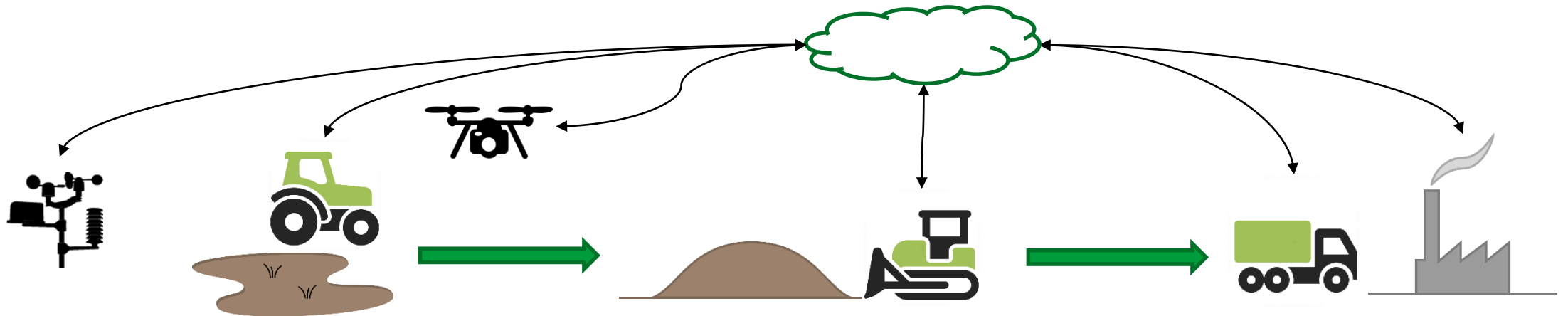


Developmental intervention for digitalizing networked business

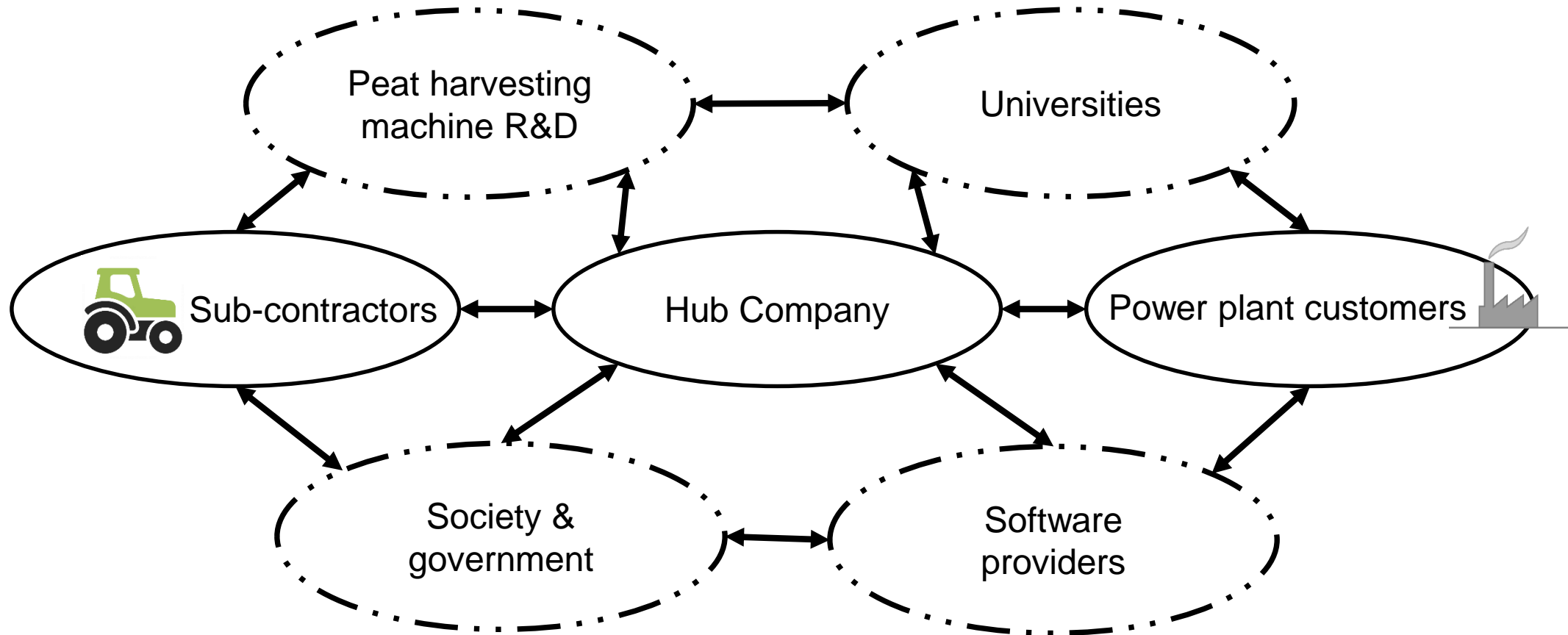
Antero Hirvensalo & Rita Lavikka
COST conference in Espoo 25.-27.4.2017

Digital Transformation - Social, Business & Technological Challenge

FROM
Traditional peat production supply chain
TO
Digitalized business ecosystem



Parties of the Peat Production Ecosystem during Digital Transformation



Inputs of the ecosystem participants

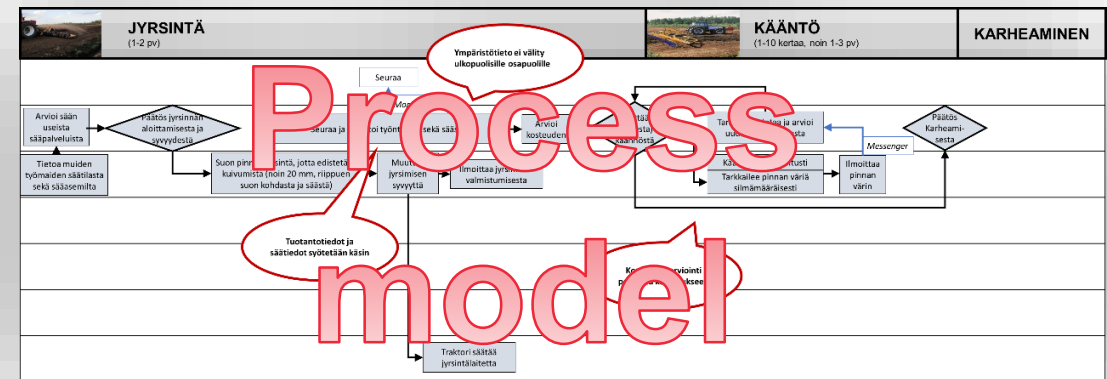
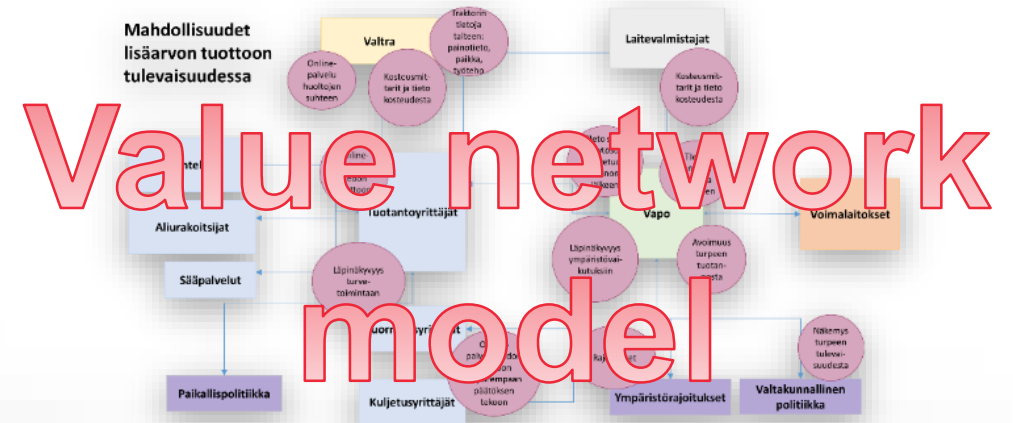
Shared logic

Governance structure

Developmental Intervention

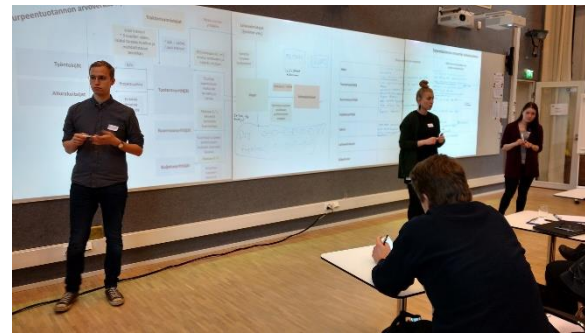
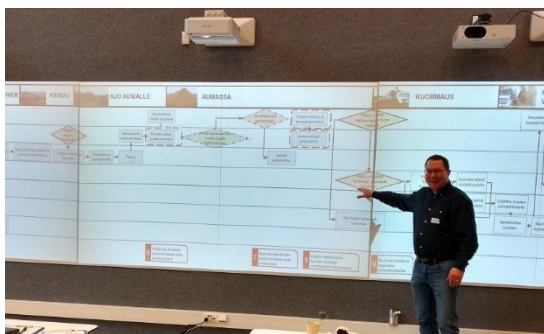


Dialogic development

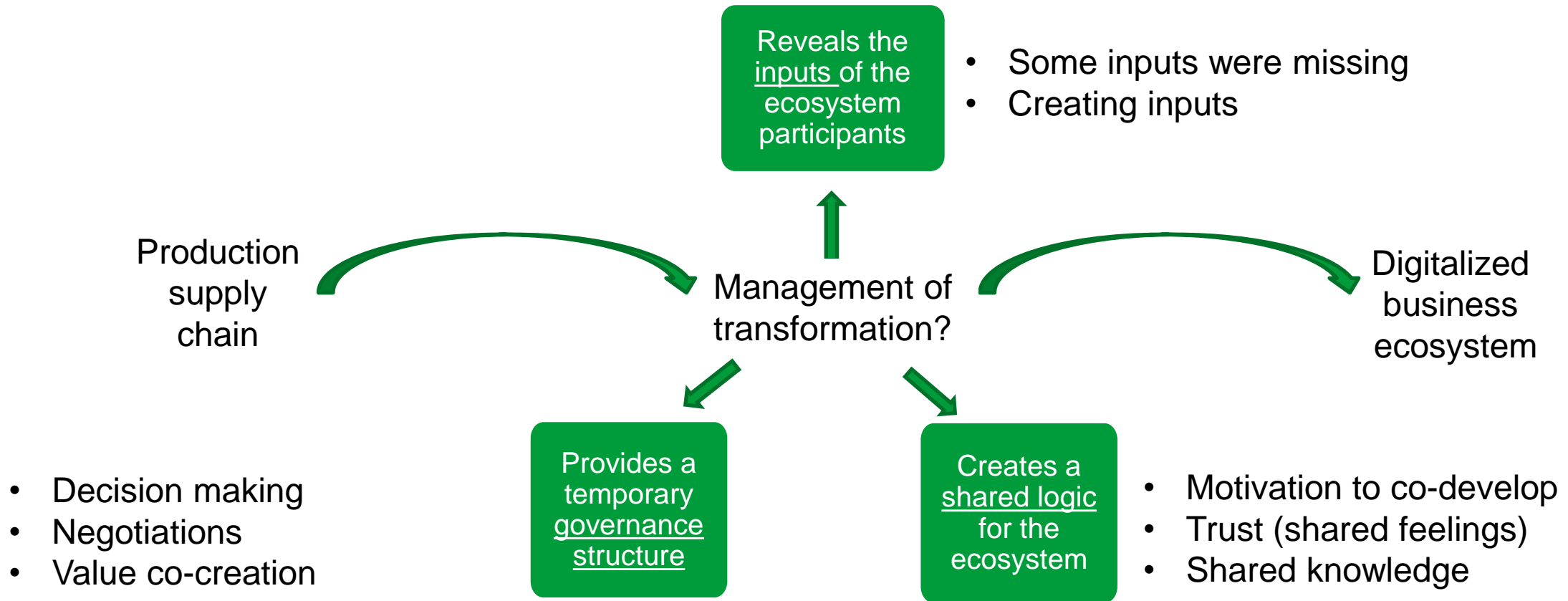


Workshops for Collaborative Innovation

	Developmental workshop I (21.12.2016)	Developmental workshop II (3.3.2017)	Developmental workshop III (17.3.2017)	Developmental workshop IV (31.3.2017)
Goal	Understand current data flows in the peat production process.	Understand the challenges in managing peat product quality data.	Develop solutions for tackling the challenges.	Sharing a concept model for digitalized peat production.
Negotiation process	Identifying the ecosystem	Collecting and sharing practice based knowledge	Revealing basic assumptions and motivations	Enabling negotiating value, promoting action

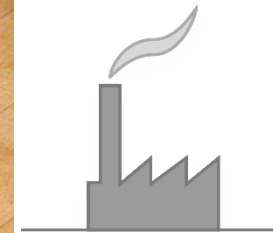
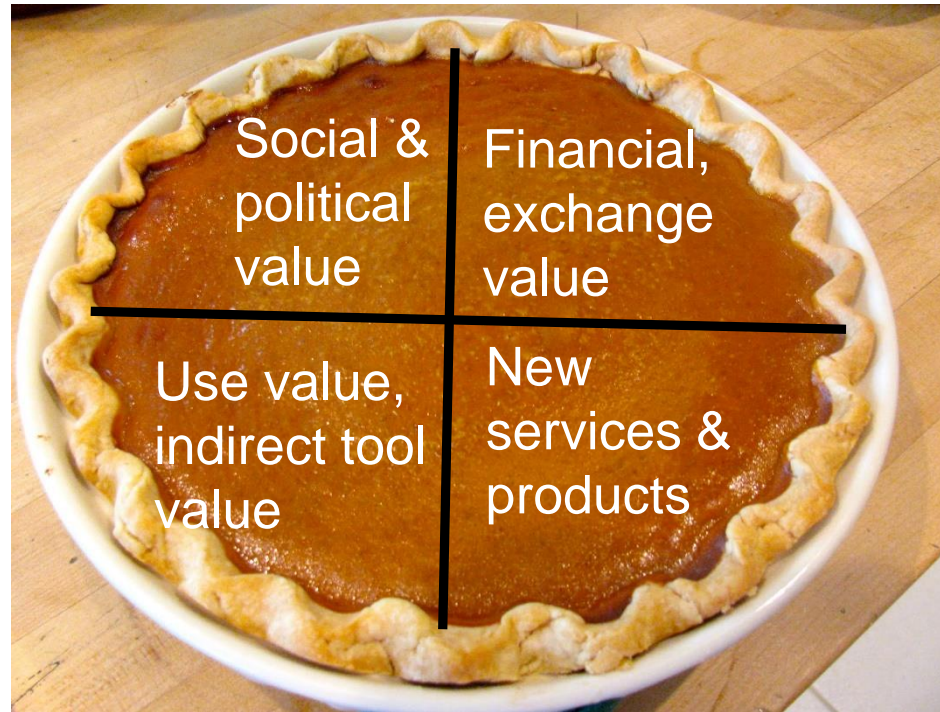


Management of Ecosystem Transformation



Conclusions

- Digital transformation of an established supply chain extends to a larger ecosystem
- The framework offered by Thomas & Autio (2014) provided a useful theoretical basis
- Seeing transformation as the management of negotiation processes forwards research and practice



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Thank you! Comments appreciated 😊



Oulainen/KirjastoVirma