

1. Record Nr.	UNINA9911047688903321
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Titolo	Bridging Digital Sourcing, Platforms, and Ecosystems : 16th International Workshop, DSPE 2025, Obergurgl, Austria, March 4–7, 2025, Revised Selected Papers / / edited by Maximilian Schreieck, Ilan Oshri, Julia Kotlarsky, Oliver Krancher
Pubbl/distr/stampa	Cham : , : Springer Nature Switzerland : , : Imprint : Springer, , 2026
ISBN	3-032-04512-6
Edizione	[1st ed. 2026.]
Descrizione fisica	1 online resource (277 pages)
Collana	Lecture Notes in Business Information Processing, , 1865-1356 ; ; 563
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Disciplina	004.068
Soggetti	Electronic data processing - Management Business information services Computer industry Business Management science Computers - Law and legislation Information technology - Law and legislation Production management IT Operations IT in Business The Computer Industry Business and Management Legal Aspects of Computing Operations Management
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di contenuto	-- Bridging Digital Sourcing, Platforms and Ecosystems. -- Digital Sourcing within Digital Platform Ecosystems: A Complementor Perspective. -- The Effect of Generative AI on Creating Software Complements for Digital Platforms. -- Challenges in Adoption and

Scaling of AI: A Case Study at a High-Tech Firm and Research Roadmap. -- Common European Data Spaces in Health Care: A Privacy Preserving Ecosystem for Cancer Research. -- Sharing Data in Ecosystems. -- The AI-Driven Vendor: Impact of AI on Offshore Software Outsourcing. -- The Entrepreneurial Language and Strategic Patterns of Initial Coin Offerings. -- How to Innovate Through Crowdsourcing: Integrating Organizational and Crowd Perspectives. -- Governing Ecosystem Transformations – The Case of Microsoft Azure.

Sommario/riassunto

This book constitutes revised selected papers from the 15th International Global Sourcing Workshop 2025, held in Obergurgl, Austria, in March 2025. Following an introductory chapter by the volume editors, the 9 full papers included in this book were carefully reviewed and selected from 20 submissions. The book offers a review of the key topics that bridge the sourcing, digital platforms and ecosystems literatures, populated with practical frameworks that serve as a tool kit to managers and students. The range of topics covered in this book is wide and diverse, offering various perspectives on digital platforms, ecosystems and sourcing from both behavioural and design perspectives. More specifically the book sheds light on how sourcing decisions and digital platforms interact, their relevance for innovation and the governance of digital technologies in ecosystem settings. This book is a must read for any researcher and manager whose interest is in advancing knowledge sourcing, platforms and ecosystems.