

Data-driven Business, Autumn 2020
Suggested further readings / sessions 1-4
Henri Schildt

Digitalization of business:

- Bughin et al. 2017. The case for digital reinvention. McKinsey Quarterly. Online: <https://www.mckinsey.com/business-functions/mckinsey-digital/our-insights/the-case-for-digital-reinvention>
- Siebel, T. M. (2019). Digital transformation: survive and thrive in an era of mass extinction. RosettaBooks.

Programmable world and IOT:

- Taivalsaari, A., & Mikkonen, T. 2017. A roadmap to the programmable world: software challenges in the IoT era. *IEEE Software*, 34(1), 72-80. Online: <https://blogs.helsinki.fi/ease-blog/files/2017/02/roadmap-programmable-world-22.pdf>
- Wasik, B. 2013. In the Programmable World, All Our Objects Will Act as One. *Wired*. Online: <https://www.wired.com/2013/05/internet-of-things-2/>
- Porter, M. E., & Heppelmann, J. E. 2014. How smart, connected products are transforming competition. *Harvard business review*, 92(11), 64-88. Online: https://www.academia.edu/download/48737111/WP_hbr_how-smart-connected-products-are-transforming-competition_R1411C_EN.pdf

On digitalization and strategy

- Rogers, D. L. 2016. *The digital transformation playbook: Rethink your business for the digital age*. Columbia University Press. (Book/audio)
- Westerman, G., Bonnet, D., & McAfee, A. (2014). *Leading digital: Turning technology into business transformation*. Harvard Business Press. (Book/audio)
- McKinsey “Inside the Strategy Room” podcasts on digitalization. Spotify & podcast apps, also: <https://www.mckinsey.com/business-functions/strategy-and-corporate-finance/our-insights/how-to-avoid-digital-strategy-pitfalls>

Digitalization and innovation

- Yoo, Y., Henfridsson, O., & Lyytinen, K. (2010). Research commentary—the new organizing logic of digital innovation: an agenda for information systems research. *Information systems research*, 21(4), 724-735. Online: <https://pdfs.semanticscholar.org/03a0/2c636aef2616afe010f2c81a1adf33808d16.pdf>
- Edelman, D. C., & Singer, M. (2015). Competing on customer journeys. *Harvard Business Review*, 93(11), 88-100. Online: https://studioscience.com/wp-content/uploads/2016/01/Competing_Journeys.pdf
- Nambisan, S., Lyytinen, K., Majchrzak, A., & Song, M. (2017). Digital Innovation Management: Reinventing innovation management research in a digital world. *Mis Quarterly*, 41(1). Online: <https://pdfs.semanticscholar.org/ec4e/dace95a889b4bcfaceaf9dc0c5a89c2c7492.pdf>

Modularity and systems competition

- Shapiro, C., Carl, S., & Varian, H. R. (1998). *Information rules: a strategic guide to the network economy*. Harvard Business Press. (A classic book on the topic)
- Langlois, R. N. (2002). Modularity in technology and organization. *Journal of economic behavior & organization*, 49(1), 19-37. Online:

<http://citeseerx.ist.psu.edu/viewdoc/download?doi=10.1.1.460.2822&rep=rep1&type=pdf>

Platforms and ecosystems

- Parker, G. G., Van Alstyne, M. W., & Choudary, S. P. (2016). Platform Revolution: How Networked Markets Are Transforming the Economy? and How to Make Them Work for You. WW Norton & Company. (Book)
- Cusumano, M. A., Gawer, A., & Yoffie, D. B. (2019). The business of platforms: Strategy in the age of digital competition, innovation, and power. New York, NY: HarperCollins. (Book/audio)
- Fuller, J., Jacobides, M. G., & Reeves, M. (2019). The myths and realities of business ecosystems. MIT Sloan Management Review, 60(3), 1-9. Online: <https://sloanreview.mit.edu/article/the-myths-and-realities-of-business-ecosystems/>
- Jacobides, M. G., Cennamo, C., & Gawer, A. (2018). Towards a theory of ecosystems. Strategic Management Journal, 39(8). Online: <https://onlinelibrary.wiley.com/doi/pdf/10.1002/smj.2904>
- Van Alstyne, M. W., Parker, G. G., & Choudary, S. P. (2016). Pipelines, platforms, and the new rules of strategy. Harvard business review, 94(4), 54-62. Online: https://enterpriseproject.com/sites/default/files/pipelines_platforms_and_the_new_rules_of_strategy.pdf