

Phantom ex machina: Digital disruption's role in business model transformation

Editors

Anshuman Khare

Professor
Athabasca University
201 - 13220 St. Albert Trail
Edmonton AB T5L 4W1
CANADA

E-mail:

anshuman@athabascau.ca

Rod Schatz

President and CEO
Alidade Strategies Inc.
St Albert AB T8N 3H4
CANADA

E-mail:

rod.schatz@alidadestrategies.com

Brian Stewart

Researcher
University of Eastern
Finland
80130 Joensuu
FINLAND

E-mail:

brianstewart3@gmail.com

Objective and Background

Today's business ecosystem is bringing furious and frenetic change to existing business structures, operations and models. And just like the Greek Furies that drove their victims mad, the dislocating affects of technological change are disrupting the accepted norms of business. This book will explore the pivotal role that technology plays in creating new dynamics to business operations and forcing business model changes. In particular, the operating environment in which businesses function today has, and will, change to a greater degree and at a faster pace than any period in the past. The dynamic that enabled the television to gain critical mass over five decades has accelerated to allow Internet based companies to reach the same critical mass within months.

Market convergence is reducing business barriers to entry, destabilising long established businesses and their underlying business models. The dynamic forces of unleashed technological advancements that new technically advanced businesses are using are rapidly and significantly disrupting long-established sustainable products, companies, industries and sectors. The creative adoption of technology is creating a strategic imbalance comprised of firms who understand how to use technology effectively and firms that have not yet realized that they are playing in an unstable ecosystem. The intent of this book is to explore the factors that make digital disruption possible, the effects this has on existing business models, the industries that are most susceptible to disruption and what executives can do to take advantage of disruption to re-invent their business model.

Audience for this book

This book is targeted at business practitioners, entrepreneurs, senior leadership, managerial and administration teams and anyone interested in understanding how to guide corporate strategy and operate competitive businesses.

Themes & Topics

A basic structure of the book is conceptualized below. We seek contributions in each of these areas.

- Introduction
 - Why should business leaders care about digital disruption
 - Why is digital disruption the “phantom ex machina” and the business model of the future?
 - Purpose of this book is assist in identifying disruption and propose strategies on how businesses can participate in the evolution of business models to capitalize on technology’s impact
- Business Models (themes)
 - Basic Business Model theory – Potter’s theory of business models, what constitutes the survival of company
 - Discuss how firms and people embrace change and how it affects profit, planning, people and politics
 - Describe external and internal threats and opportunities (as it relates to big and small firms)
- Identifying Disruption (themes)
 - Introduction on how to identify business models susceptible to disruption
 - Who is affected (everyone - think Blockbuster, Blackberry, etc.)
 - Are certain industries more susceptible to disruption?
- Technology and disruption (themes)
 - Key technologies that are creating disruption today and technologies that may add further disruption (mobile, internet, social, cloud, Internet of Things, big data, 3D printing)
 - Separate purposely disruptive (transformational) versus those who are re-inventing themselves to be disruptive (incremental)
 - Cost of entry and how technology is breaking down barriers (demographic shift to digital natives) and the Return on Investment (ROI)
- Case Studies (by industry and / or discipline)
 - Case studies that highlight a disruption of a traditional business model, examples include:

- Research in Motion (RIM) by both Apple (Hardware Company) and Google (Search Engine / Advertising company)
 - Blockbuster versus Netflix
 - Newspaper industry versus decentralized news reporting
 - Uber versus the transportation and logistics industry
 - Airbnb versus the hospitality industry
- Case studies will identify the key disruptive attributes and the effect it had on the industry incumbents
- How to take advantage of disruption (themes)
 - How to turn these disruptive forces into business advantage
 - Key attributes of businesses taking advantage of digital disruption
 - An enterprise architecture view of digital disruption technology
 - Key technologies
 - You are only as fast as your data - the future is all about agility, nimbleness and speed to market (think lean start-up)
- Conclusion

Other publications in this area

Dobbs, R., Manyika, J., & Woetzel, J. (2015). No Ordinary Disruption: The Four Global Forces Breaking All the Trends. PublicAffairs.

McQuivey, J. (2013). Digital disruption: Unleashing the next wave of innovation. Forrester Research, Incorporated.

Proposal Format

- Length of proposal: approx. 200 words (authors whose proposals are accepted would be required to write a paper approximately 3000-4000 words in length excluding citations).
 - Conceptual Models and Papers: Papers on theoretical frameworks describing or explaining the new situation and decision-making in these situations.
 - Applied Papers: Papers describing concepts and tools and their application in business situations.
- Keywords: Five keywords.
- Language: English.
- Author bio: A 100-word bio of the authors associated with the proposal / paper would be required.

Acceptance and Review Process

Proposals submitted will be reviewed by the Editors and they will create the initial structure of the book. After a shortlisting process, selected authors will be invited to submit full papers (format to be communicated at that stage).

Full Papers submitted would be peer-reviewed by a team of academics and practitioners from around the world. The review process will be coordinated by the Editors and an Editorial Board (to be established soon).

Publisher

Publisher to be decided once we have a defined structure of the book. We will seek a publisher of repute who has publishes in both e-book and printed format and has a global distribution network.

Editor Bios

Anshuman Khare is Professor in Operations Management at Athabasca University, Canada. He joined Athabasca University in January 2000. He is a MBA and PhD from Allahabad University, India. He is an Alexander von Humboldt Fellow and has completed two post-doctoral terms at Johannes Gutenberg Universität in Mainz, Germany. He is also a former Monbusho Scholar, having completed a postdoctoral assignment at Ryukoku University in Kyoto, Japan. He has published a number of books and research papers on a wide range of topics. His research focuses on environmental regulation impacts on industry, just-in-time manufacturing, supply chain management, sustainability, cities and climate change, etc. Anshuman serves on Athabasca University General Faculties Council representing Faculty of Business Faculty Council as a full-time academic faculty member. As his commitment to community Anshuman also serves on the Board of Directors of Northern Alberta Business Incubator (NABI) and is the Vice Chair of Smart Cities Masterplan Steering Committee for the City of St. Albert. He is on the Steering Committee of Alexander von Humboldt Cities and Climate Change Network of research scientists and on the executive of Humboldt Association of Canada. Anshuman has recently agreed to serve as Associate Editor of "International Journal of Sustainability in Higher Education" published by Emerald.

Rod Schatz is a Senior Executive with an Information Systems focus where he delivers business value to organizations through the use of systems in unique and creative ways. Rod holds a Master of Science degree in geospatial technologies from the University of Alberta. During his graduate studies, he focused on the application of location-allocation

studies with geospatial technologies (GIS). Rod has presented over 20 conference presentations dealing with the applied use of geospatial technologies to Municipalities for infrastructure asset management, sustainable development and land management. More recently, Rod has specialized in implementing cloud technologies, dealing with large data management problems, service oriented architecture (SOA), Business Process Management (BPM) solutions to organizations to assist them with their journey into truly digital businesses.

Brian Stewart is the Executive Program Director of the Campus Alberta Unified Services initiative at the University of Alberta, he was formerly the Vice President and Chief Information Officer at Athabasca University, where his role was to provide strategic leadership to the application of Information and communications technology (ICT) to the activities of the University. Throughout his career Brian has successfully applied technology to improve organisational performance, strategic and marketing position, and operational and administrative effectiveness. He has many industry affiliations and is currently a Director and advisor to several innovative and IT related initiatives. Brian has also published and presented on cloud computing, Green ICT and the use of ICT in printing and education, and holds an MBA from Athabasca University and an MA in Economics from the University College Cork. Brian is currently completing a PhD at the School of Computing, University of Eastern Finland.

Contact

Authors interested in contributing to this edited book are requested to submit their proposals by e-mail to one the Editor listed below by August 31, 2015.

Dr. Anshuman Khare
Professor for Operations Management
ATHABASCA UNIVERSITY
201 - 13220 St. Albert Trail
Edmonton AB T5L 4W1
CANADA
E-mail: anshuman@athabascau.ca

Timeline and Deadlines

June 2015 – October 2016

- Call for proposals: June 1, 2015
- Receipt of proposals: August 31, 2015
- Call for papers after review of proposals: October 31, 2015
- Receipt of full papers: March 31, 2016
- Review and revisions to be completed by June 30, 2016

Target Date of Publication: The target date for publication is October 2016 if everything goes as planned.

Financial Implications for authors: There will be no financial implications for contributing authors. A free hard copy / electronic copy of the book and a digital copy of your chapter will be negotiated with the publisher. The Editors will bear any costs that may occur. Authors will also not be receiving any royalty from sales (if provided by the publisher to the Editors).