



ISM SEMINAR
Spring Term 2014-15

Speaker: Professor Carsten Sorensen
Title: Digital Innovation Challenges: Apple's iOS Platform Dynamics
Date: Tuesday 10 February 2015
Venue: B3.19, WBS, Scarman Road
Time: 14.00

Abstract: The technical process of digitizing analogue data into digital bit-streams and the associated socio-technical processes of digitalisation has yet to fully reveal their disruptive potentials – yet researchers and practitioners alike must comprehend these phenomena. Digitalization removes tight couplings between an informational object and associated technologies for storage, processing, and distribution. Vinyl records physically capture sound waves; the turntable enables the processing of the captured sound; and a global network of organisations manages the distribution of records. MP3 files, on the other hand; can be stored on a range of media; processed by turntables, iPods, mobile phones, and laptops; and are distributed in P2P networks, through the iTunes store, and by traditional retail distribution. While the first wave of digitalization merely trotted along previous paths and the music industry, for example, benefitting greatly financially from distributing digital music on CDs, subsequent radical innovations such as Napster, iPods, Last.fm, and Spotify, has shaken the power relationships between new and old organisations.

Digital innovation brings a number of research themes to the foreground and the aim of this talk is to discuss a couple of these themes as a way of stimulating the debate on how research can provide useful insights. Digital infrastructures are essentially relational entities where development signals a paradoxical relationship between both stability and change, and between control and generativity. Change is facilitated by stability, which in turn hinders change. Digital infrastructures critically rely on control mechanisms and increasing control can both stimulate and dampen generativity. The talk will mainly project the issues of digital infrastructure change and -control onto the specific phenomenon of digital platform innovation exemplified through a large-scale study of innovation dynamics in Apple's iOS ecosystem. This study is documented in a forthcoming MIS Quarterly articles to be published March 2015 in a special issue on Service Innovation in a Digital Age.

Biography: Dr Carsten Sørensen (www.carstensorensen.com) is a leading authority on digital innovation and has the past decade studied; enterprise mobility, mobile platforms, organisational information services, and digital infrastructure innovation. He has since 1986 researched how new categories of information technology influences digital innovation. Carsten is Reader (Associate Professor) in digital innovation within Department of Management at The London School of Economics and Political Science. He holds a BSc. in mathematics, an MSc in computer science and a Ph.D. in information systems from Aalborg University, Denmark. Dr Sørensen has published widely within Information Systems since 1989 in, for example, MIS Quarterly, Information Systems Research, Journal of Information Technology, and The Information Systems Journal. In 2001 he founded the mobility@lse (mobility.lse.ac.uk) research unit, which aims at drawing together academics with an interest in the profound

changes to society, organisations and individuals from mobile, pervasive and ubiquitous information technology. He has since 2008 studied digital platform- and infrastructure innovation in large research projects and both academic publications and a collection of brief videos exploring this can be found at www.digitalinfrastructures.org. Carsten has international project experience from 1990 and extensive EU research project experience from 1992. He is a Senior Editor for The Information Systems Journal, and Associate Editor of Journal of the AIS. Carsten is on the editorial board for Information and Organization and a member of the Advisory Board for Scandinavian Journal of Information Systems. He is a member of the Future Foundation Global Network of Experts and a special advisor to the Customer Contact Association. Carsten is actively engaged with executive education and has for 25 years consulted for a range of organisations, for example; Microsoft, Google, Orange, PA Consulting Group, IMF, Vodafone – to name a small subset.

Contact: Alison Solman, ISM Group
Alison.solman@wbs.ac.uk
024 7652 4101

This seminar has been organised by the iSM Group.