

Management and Organization Review Special Issue ‘Coopetition and Innovation in Transforming Economies’

Call for Papers

Guest Editors:

Jay B. Barney,¹ Giovanni Battista Dagnino,²
Valentina Della Corte,³ and Eric W.K. Tsang⁴

¹University of Utah (Jay.Barney@business.utah.edu), ²University of Catania (dagnino@unict.it),

³University of Naples ‘Federico II’ (valentina.dellacorte@unina.it), and ⁴University of Texas at
Dallas (ewoktsang@utdallas.edu)

Submission deadline: April 30, 2017

Special Issue Theme Background

This *Management and Organization Review* (MOR) special issue on ‘**Coopetition and Innovation in Transforming Economies**’ aims to explore key features of the strategic relationship between coopetition and innovation in transforming economies. It is generally accepted that innovation can be a fundamental driver for economic growth, new sources of employment, and dwindling economic disparity. However, increasingly activities of innovation no longer take place primarily within the firm but are often the outcome of the overall set of relationships of the firm. The two phenomena of competition and cooperation have become more and more inter-related, thus creating new opportunities, affecting innovation and change. This reality is of special interest in the context of transforming economies’ transition to higher value adding economic growth and development due to, for example, the specific moderating or mediating role of national cultures and philosophical inspiration (e.g., Taoism, Confucianism, Hinduism, and Buddhism) in shaping the cooperative mindset (Dagnino, Di Guardo, & Padula, 2012) and the potential differentiation between countries and regional ecologies.

We are aware that the need for forging an interactive approach to coopetition and innovation has attracted the collective imagery and the joint attention of researchers,

executives, and consultants in both transforming and established economies. New journals have been created, new series of workshops, conferences, and seminars have been launched, and novel communities of academics and/or practitioners have been inaugurated and progressively solidified. However, the key topics of interest to the special issue – cooptation and innovation – and their reciprocal interconnections remain empirically underexplored. Interestingly, the two management sub-fields have rather different origins. While cooptation finds its roots in the study of competitive and cooperative interaction and game-theoretic strategic interdependence pioneered by Brandenburger and Nalebuff (1996) and the ying-yang approach (Chen, 2008), the study of innovation originates from Schumpeterian and industrial organization economics inquiry on the impact of the waves of technological change on industry and market structures (Dosi, 1982; Kelly & Kranzberg, 1978). We believe that conjoining research on cooptation and innovation has the potential to significantly enhance our understanding of the phenomenon.

Since only limited efforts have heretofore combined the two research streams in a systematic way and because transforming economies provide a ‘natural laboratory’ and ‘ideal setting’ for studying their interactions, this MOR special issue proposes to explore the relationships between cooptation and innovation by thoroughly detecting and delving into their relevant interfaces in the context of transforming economies. We have adequate evidence to believe that fast changing transforming economies create and experience opportunities for spurring boundary-crossing dialogue and discourse on the intersection of the key areas of cooptation and innovation.

In this view, cooptation is considered in a *dual* perspective: (1) it is a setting within which to analyse innovation; and (2) it is a specific strategy (cooptative strategy – Dagnino & Rocco, 2009) that may turn into a source of innovation (Cassiman, Di Guardo, & Valentini, 2009; Gnyawali & Park, 2011; Ritala & Hurmelinna-Laukkanen, 2013) and, therefore, of value creation and competitive advantage for firms (Barney, 2011; 2012), industries, and society. The MOR special issue seeks to attract and publish a diverse array of empirical and theoretical contributions that significantly add to our understanding of the multiple potential connections between cooptation and innovation in transforming economies.

The assembly of a robust set of papers that collectively examine the interplay between cooptation and innovation will help reveal significant societal changes driven by the co-evolution of cooptative and competitive dynamics, relevant to the understanding of multiple evolutionary facets of transforming economies. Cooptative interactions represent more complex inter-connections vis-à-vis standalone traditional competitive and cooperative relationships and, therefore, require dedicated inquiry (Bengtsson & Kock, 2014; Della Corte, & Aria, 2014, 2016), especially when linked to innovation. The guest editors hope that the MOR special issue will contribute to establishing the groundwork for envisioning and designing an array of cooptation techniques and tools that potentially inform the world of management practice in the next decade.

Research Questions

The following list of research questions is intended to be neither exhaustive nor complete.

- How do cooperative settings foster innovation processes?
- How do technological forces drive the process of cooperation?
- What are the implications of cooperative settings on technological advancement and adoption of technological standards?
- How can firms protect their proprietary technologies while innovating in cooperative settings?
- How can firms benefit from the pursuit of cooperation strategies?
- Do cooperation strategies involve both large firms as well as small and medium enterprises?
- What insights can the cultural perspective offer to the investigation of the interplay between cooperation and innovation?
- Does cooperation stimulate innovation and the rise of new technologies? Why and how?
- Does innovation foster cooperative dynamics? If yes, how?
- Does cooperation favor the creation of new markets or the transformation of existing markets?
- Is cooperation more fit to knowledge-based firms? Why?
- What is the role of cooperation within, between, and among entrepreneurial accelerators (i.e., incubators, business angels, seed-corn funds, and venture capital)?
- Are there any differences in cooperative relations between and among small and medium enterprises as well as large firms?
- How do institutional and environmental conditions favor cooperation within, between, and among small and medium enterprises as well as large firms? And between and among foreign and domestic firms?
- What are the main conceptual proximities and linkages between cooperation and innovation?
- Can cooperation strategy be a source of competitiveness, value creation and performance? Why is it so?
- Are multinational corporations in a more favorable position than local firms to innovate while adopting a cooperation strategy?
- Compared with developed economies, does the nature of cooperation strategy change in some way when applied to transforming economies?

Questions about the special issue may be directed to any of the guest editors. Papers for the special issue should be submitted electronically through *MOR*'s ScholarOne Manuscripts site at <http://mc.manuscriptcentral.com/mor> and identified as submission to the 'Cooperation and Innovation in Transforming Economies' special

issue. All submissions should follow the ‘MOR Author Guidelines’, available online at http://journals.cambridge.org/images/fileUpload/documents/MOR_ifc.pdf

REFERENCES

- Barney, J. B. 2011. *Gaining and sustaining competitive advantage* (4th Edition). Upper Saddle River, NJ: Prentice Hall.
- Barney, J. B., Della Corte, V., Sciarelli, M., & Arikan, A. 2012. The role of resource-based theory in strategic management studies: Managerial implications and hints for research. In G. B. Dagnino (ed.). *Handbook of research on competitive strategy*: 109–146. Northampton, MA: Edward Elgar Publishing, Inc.
- Bengtsson, M., & Kock, S. 2014. Coopetition—Quo vadis? Past accomplishments and future challenges. *Industrial Marketing Management*, 43(2): 180–188.
- Brandenburger, A. M., & Nalebuff, B. J. 1996. *Co-opetition*. New York: HarperCollins.
- Cassiman, B., Di Guardo, M. C., & Valentini, G. 2009. Organising R&D projects to profit from innovation: Insights from co-opetition. *Long Range Planning*, 42(2), 216–233.
- Chen, M.-J. 2008. Reconceptualizing the competition-cooperation relationship: A transparadox perspective. *Journal of Management Inquiry*, 17(4): 288–304
- Dagnino, G. B., & Rocco, E. (Eds.). 2009. *Coopetition strategy*. London: Routledge
- Dagnino, G. B., Di Guardo, M. C., & Padula, G. 2012. Coopetition: Nature, challenges, and implications for firms’ strategic behavior and managerial mindset. In G. B. Dagnino (ed.). *Handbook of research on competitive strategy*: 492–511. Northampton, MA: Edward Elgar.
- Della Corte, V., & Aria, M. 2014. Why strategic networks often fail. Some empirical evidence from the area of Naples. *Tourism Management*, 45: 3–15.
- Della Corte, V., & Aria, M. 2016. Coopetition and sustainable competitive advantage. *Tourism Management*, 54: 524–540.
- Dosi, G. 1982. Technological paradigms and technological trajectories. A suggested interpretation of the determinants and directions of technical change. *Research Policy*, 11(3):147–162.
- Gnyawali, D. R., & Park, R. 2011. Co-opetition between giants: Collaboration with competitors for technological innovation. *Research Policy*, 40(5): 650–663.
- Kelly, P., & Kranzburg, M. 1978. *Technological innovation: A critical review of current knowledge*. San Francisco, CA: San Francisco Press.
- Ritala, P., & Hurmelinna-Laukkanen, P. 2013. Incremental and radical innovation in coopetition – The role of absorptive capacity and appropriability. *Journal of Product Innovation Management*, 30(1): 154–169.