

MN5803: Digital Business and Innovation

A core course of MSc Digital Innovation and Analytics

View Online



[1]

Accenture, 'From Digitally Disrupted to Digital Disrupter'. 2014 [Online]. Available: https://www.accenture.com/be-en/_acnmedia/Accenture/next-gen/reassembling-industry/pdf/Accenture-Technology-Vision-2014.pdf

[2]

M. E. Porter, 'Strategy and the Internet.', Harvard Business Review, vol. 79, no. Issue 3, pp. 62-78. 17p. 1 Color Photograph, pp. 62-78, 2001 [Online]. Available: <http://search.ebscohost.com/login.aspx?direct=true&db=bth&AN=4147416&site=ehost-live>

[3]

D. Nylén and J. Holmström, 'Digital Innovation Strategy: A Framework for Diagnosing and Improving Digital Product and Service Innovation', Business Horizons, vol. 58, no. 1, pp. 57-67, 2015, doi: 10.1016/j.bushor.2014.09.001. [Online]. Available: <https://www.sciencedirect.com/science/article/pii/S0007681314001256>

[4]

M. Iansiti and K. R. Lakhani, 'Digital Ubiquity: How Connections, Sensors, and Data Are Revolutionizing Business.', Harvard Business Review, vol. 92, no. Issue 11, pp. 90-99. 10p. 3 Color Photographs, 1 Diagram, pp. 90-99, 2014 [Online]. Available: <http://search.ebscohost.com/login.aspx?direct=true&db=bth&AN=98971601&site=ehost-live>

[5]

A. Bharadwaj, O. A. El Sawy, P. A. Pavlou, and N. Venkatraman, 'Digital Business Strategy: Toward a Next Generation of Insights', *MIS Quarterly*, vol. 37, no. 2, pp. 471–482, 2013, doi: 10.25300/MISQ/2013/37:2.3. [Online]. Available: <https://www.jstor.org/stable/43825919>

[6]

S. Nambisan, K. Lyytinen, A. Majchrzak, and M. Song, 'Digital Innovation Management: : Reinventing Innovation Management Research in a Digital World', *MIS Quarterly*, vol. 41, no. 1, pp. 223–238, 2017 [Online]. Available: <http://search.ebscohost.com/login.aspx?direct=true&db=bth&AN=121204229&site=ehost-live>

[7]

D. Chaffey, *Digital business and e-commerce management: strategy, implementation and practice (6th edition)*, Sixth edition. Harlow, England: Pearson, 2015.

[8]

J. M. Jordan, *Information, technology, and innovation: resources for growth in a connected world*. Hoboken, New Jersey: Wiley, 2012.

[9]

A. Gawer and M. A. Cusumano, 'Industry Platforms and Ecosystem Innovation', *Journal of Product Innovation Management*, vol. 31, no. 3, pp. 417–433, 2014, doi: 10.1111/jpim.12105.

[10]

A. Helmond, 'The Platformization of the Web: Making Web Data Platform Ready', *Social Media + Society*, vol. 1, no. 2, 2015, doi: 10.1177/2056305115603080.

[11]

R. Belk, 'You are what you can access: Sharing and collaborative consumption online', *Journal of Business Research*, vol. 67, no. 8, pp. 1595–1600, 2014, doi: 10.1016/j.jbusres.2013.10.001.

[12]

M. A. Cusumano, 'How Traditional Firms Must Compete in the Sharing Economy', *Communications of the ACM*, vol. 58, no. 1, pp. 32-34, 2014, doi: 10.1145/2688487.

[13]

M. R. Habibi, A. Davidson, and M. Laroche, 'What Managers Should Know About the Sharing Economy', *Business Horizons*, vol. 60, no. 1, pp. 113-121, 2017 [Online]. Available: <https://ezproxy01.rhul.ac.uk/login?url=https://www.sciencedirect.com/science/article/pii/S0007681316300957>

[14]

C. Cennamo and J. M. Santalo, 'How to Avoid Platform Traps', *Mit Sloan Management Review*, 2018. [Online]. Available: <http://epubs.surrey.ac.uk/821091/>

[15]

M. A. Cusumano, 'Platform Wars Come to Social Media', *Communications of the ACM*, vol. 54, no. 4, 2011, doi: 10.1145/1924421.1924433.

[16]

M. Armbrust et al., 'A View of Cloud Computing', *Communications of the ACM*, vol. 53, no. 4, 2010, doi: 10.1145/1721654.1721672.

[17]

J. Vithayathil, 'Will Cloud Computing Make the Information Technology (IT) Department Obsolete?', *Information Systems Journal*, vol. 28, no. 4, pp. 634-649, 2018, doi: 10.1111/isj.12151.

[18]

N. G. Carr, 'IT Doesn't Matter', *Harvard Business Review*, pp. 41-49, 2003 [Online]. Available:

<http://search.ebscohost.com/login.aspx?direct=true&db=bth&AN=9720881&site=ehost-live>

[19]

C. P. Lamberton and A. T. Stephen, 'A Thematic Exploration of Digital, Social Media, and Mobile Marketing Research's Evolution from 2000 to 2015 and an Agenda for Future Research', *Journal of Marketing*, vol. 80, no. 6, pp. 146-172, 2016 [Online]. Available: <http://dx.doi.org/10.1509/jm.15.0415>

[20]

M. Wedel and P. K. Kannan, 'Marketing Analytics for Data-Rich Environments', *Journal of Marketing*, vol. 80, no. 6, pp. 97-121, 2016 [Online]. Available: <http://search.ebscohost.com/login.aspx?direct=true&db=cms&AN=119129829&site=ehost-live>

[21]

C. Dremel, J. Wulf, M. M. Herterich, J.-C. Waizmann, and W. Brenner, 'How AUDI AG Established Big Data Analytics in Its Digital Transformation', *MIS Quarterly Executive*, vol. 16, no. 2, pp. 81-100, 2017 [Online]. Available: <http://search.ebscohost.com/login.aspx?direct=true&db=bth&AN=123370529&site=ehost-live>

[22]

D. O'Leary, 'Exploiting Big Data from Mobile Device Sensor-Based Apps: Challenges and Benefits', *MIS Quarterly Executive*, vol. 12, no. 4, pp. 179-187, 2013 [Online]. Available: <http://search.ebscohost.com/login.aspx?direct=true&db=bth&AN=92734275&site=ehost-live>

[23]

R. A. King, P. Racherla, and V. D. Bush, 'What We Know and Don't Know About Online Word-of-Mouth: A Review and Synthesis of the Literature', *Journal of Interactive Marketing*, vol. 28, no. 3, pp. 167-183, 2014, doi: 10.1016/j.intmar.2014.02.001.

[24]

S. Jarvenpaa and V. Tuunainen, 'How Finnair Socialized Customers for Service Co-Creation with Social Media', *MIS Quarterly Executive*, vol. 12, no. 3, 2013 [Online]. Available: <http://search.ebscohost.com/login.aspx?direct=true&db=bth&AN=90083194&site=ehost-live>

[25]

R. Amit and C. Zott, 'Value Creation in E-Business', *Strategic Management Journal*, vol. 22, no. 6/7, pp. 493-520, 2001 [Online]. Available: <https://www.jstor.org/stable/3094318>

[26]

C. Zott and R. Amit, 'Business Model Innovation: How to Create Value in a Digital World', *GfK Marketing Intelligence Review*, vol. 9, no. 1, pp. 18-23, 2017 [Online]. Available: <https://doi.org/10.1515/gfkmir-2017-0003>

[27]

V. Grover, R. H. L. Chiang, T.-P. Liang, and D. Zhang, 'Creating Strategic Business Value from Big Data Analytics: A Research Framework', *Journal of Management Information Systems*, vol. 35, no. 2, pp. 388-423, 2018, doi: 10.1080/07421222.2018.1451951.

[28]

C. M. Christensen, 'The Rules of Innovation [open access]', *MIT Technology Review*, pp. 32-38, 2002 [Online]. Available: https://librarysearch.royalholloway.ac.uk/primo-explore/openurl?Z39.88-2004&rft.jtitle=MIT%20Technology%20Review&rft.atitle=The%20Rules%20of%20Innovation%20%5Bopen%20access%5D&rft.spage=32&rft.epage=38&rft.date=2002&rft.aufirst=Clayton%20M.&rft.aulast=Christensen&vid=44ROY_VU2&institution=44ROY&url_ctx_val=&url_ctx_fmt=null&isServicesPage=true

[29]

A. A. King and B. Baatartogtokh, 'How Useful Is the Theory of Disruptive Innovation?', *MIT Sloan management review*, vol. 57, no. 1, pp. 77-90, 2015 [Online]. Available: <https://sloanreview.mit.edu/article/how-useful-is-the-theory-of-disruptive-innovation/>

[30]

E. S. Rasmussen, 'The Emergence of the Lean Global Start-up as a New Type of Firm', *Technology Innovation Management Review*, 2015. [Online]. Available: <https://doaj.org/article/8e117d7fc97749f392ceb62f4da66f04>

[31]

Singh, Anna and Hess, Thomas, 'How Chief Digital Officers Promote the Digital Transformation of their Companies', *MIS Quarterly Executive*, vol. 16, no. 1, pp. 1-17, 2017 [Online]. Available: <http://search.ebscohost.com/login.aspx?direct=true&db=bth&AN=121491404&site=ehost-live>

[32]

D. Guttentag, 'Airbnb: Disruptive Innovation and the Rise of an Informal Tourism Accommodation Sector', *Current Issues in Tourism*, vol. 18, no. 12, pp. 1192-1217, 2015, doi: 10.1080/13683500.2013.827159.