

Introduction to the Minitrack: Innovation and the digital economy

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Recent developments in the internet and the digital economy touch on established ways of thinking in various aspects of innovation management. The full innovation cycle is affected, from opportunity identification, product or service design, testing, to market introduction. In the Minitrack (MC) “Innovation and the Digital Economy”, which belongs to the track “Innovation and the Digital Economy”, we want to provide a platform for researchers that provides insights into how innovation management and processes are affected by the digital economy and how managers can take advantage of it.

Relevant topics for this MC included:

- Human-centered innovation in IS: Human-Centricity within organizational innovation processes needs to strongly integrate the IS field. Therefore the integration of customers in IT-innovation processes and projects is crucial to assure a human-centered outcome of those projects. The focus on integration should lead to the approach: Customer as partner (and not customer as subject)
- Agile IS Systems: Latest developments in the app-oriented IS world demand for stronger agility in IS. The degree of agility which is needed to match the customer needs is still highly unknown. Research efforts in this field are highly welcome
- Service innovation: This research stream wants to deliver an added value to the body of knowledge in service innovation research with topics such as service

capabilities which lead to service innovation, service business model innovation and design principles for service systems are just a few research topics.

Additionally also included were:

- Co-creation
- Measurement of customer value for innovative products and services
- Accelerated diffusion of innovations in the digital economy
- Innovation methods that have been affected through the digital economy
- ...

We have sought for qualitative and quantitative research including surveys, experiments, and (econometric) analyses of cross sectional, panel, time series, social network, or similar data.

Following Papers have been accepted for this MC and will be presented as well as discussed during the MC-session:

- *Innovate on Purpose – Factors Contributing to Innovation in IT Outsourcing* (Anna-Luise Boehm, Bjoern Michalik, Nikolaus Schmidt, Dirk Basten)
- *Optimal Recommendation and Long-tail Provision Strategies for Content Monetization* (Ting-Kai Hwang, Yung-ming Li)
- *Strategic Capabilities of Mass Customization Based E-Commerce: Construct Development & Empirical Test* (Frank Piller, Thorsten Harzer, Christoph Ihl, Fabrizio Salvador)