

Research project and supervisor team

Supervisory Team	Supervisor Name Dr. Zhao Cai Prof. Patrick Y.K. Chau
Short introduction & description of research project	Emerging digital technologies jointly with unexpected events bring radical changes to business ecosystems, which requires firms to adjust their business model to achieve competitive advantage. This project addresses this topic by investigating how firms cope with this situation by leveraging emerging digital technologies to reconfigure business model, which in turn enhances their performance. In addition, a comprehensive understanding on this relationship can be attained by incorporating the moderating role of business ecosystem attributes. Theoretically, this project enriches current literature on emerging digital technologies in terms of identifying their attributes (i.e., connectivity, compatibility, and modularity) and figuring out their value creation mechanism. Business model literature can be extended regarding the discussion of reconfiguration mechanisms (i.e., substitution, transformation, and evolution) and how these mechanisms can be improved by utilizing emerging digital technologies. This project also provides practical suggestions to firms which intend to adjust their business model to cope with volatilities. It offers insights on how to leverage emerging digital technologies to support business model reconfiguration considering market, technological, and institutional volatility.
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