



Business Ecosystem Strategy: Design and Specifics

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Abstract. The article explores the creation of a business ecosystem strategy. This is a special kind of strategy. The ecosystem has business organization features. This specificity reveals with the help of systemic economic theory. These are companies and products with different spatial and temporal characteristics. They are a common platform, business incubator, cluster, and network. Ecosystem management is the soft control and soft coordination of firms while respecting their independence. This cancels the hierarchy and activates equal interaction of all elements. It is a tool for combining and coordinating the actions of different firms. The ecosystem strategy is based on these features. This type of strategy describes trends and vectors of the development of companies and products that enter the ecosystem. This strategic design describes as theses without time limits. This forms the goals for the corporate strategies of firms.

Keywords: Strategy · Ecosystem strategy · Business ecosystem · Strategic design · Strategic planning · System economic theory

1 Introduction

Many global companies such as Google (as a part of Alphabet), Apple, Amazon, Alibaba, etc. are building ecosystems now. Large enterprises from different industries are also developing as business ecosystems. If to mention those in Russia: Sber (Sberbank) and Tinkoff — finance, MTS and Beeline (as a part of VEON) — telecom, Yandex and VK (former Mail.Ru group) — IT, etc.

M. Rothschild [1] proposed the concept of bionomics: to consider the economics from the standpoint of a biological ecosystem. J. Moore used the concept of the