

## Chaos or Turbulence in Digital Ecosystems

Hotel Kämp, Mirror Room, Helsinki  
 Friday, August 29<sup>th</sup>, 9–15



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### 09:00– Morning coffee/tea

#### Session I (09:30–)



Mikko **Ketokivi** (Professor of operations management and organization design, *IE Business School, Madrid*): **Manufacturing in the high-cost environment**



Martin **Kenney** (Professor of human and community development, *Univ. of California, Davis*): **Rethinking labor (and capital) in the era of the cloud**



Bryan **Pon** (PhD candidate, *Univ. of California, Davis*): **Strategy in a post-PC world – Is the OS the platform?**

### 11:30– Lunch buffet

#### Session II (12:30–)



Kenji **Kushida** (Takahashi Research Associate, *Stanford Univ.*): **ICT Commoditization – A Political Economy Explanation of the Rise of Apple, Google and Industry Disruptors**



Jonathan **Murray** (EVP & Chief Technology Officer, *Warner Music Group*): **From zero to cloud – Enabling the composable Enterprise**



Olli **Rehn** (Member of *European Parliament*; Commissioner for Economic and Monetary Affairs in 2004–2014; previously Commissioner for Enlargement): **Reflections – Deepening digitalization and Europe's future**

### 14:30– Afternoon coffee/tea

Please find attached a position paper for this conference. All the material presented/discussed as well as the final articles of the forthcoming BRIE-ETLA special issue are later shared electronically.

This event concludes the 4<sup>th</sup> three-year round of BRIE-ETLA research collaboration generously supported by *Nokia*, the *Federation of Finnish Technology Industries*, and *Tekes*. The findings of the ongoing round will be summarized in a forthcoming BRIE-ETLA Special Issue in the *Journal of Industry, Competition and Trade* (Managing Editor: Michael **Peneder**). Besides the Special Issue, the ongoing BRIE-ETLA round consists of thirty other publications, seventy talks and events, and thirty researcher visits.

In the last few years, the convergence of information technology, (tele)communications, and digital content has taken consummated. The convergence is inducing an ongoing re-structuring of industries, businesses, institutions, and regional and national competitiveness. Due to the pervasive and ubiquitous nature of ICT, this turmoil is influencing nearly every other industry and the society at large: ICT has induced an algorithmic revolution in services, which is only accelerating with the widespread adoption of cloud computing; ICT has a major role in green growth and in transforming energy systems; ICT is also transforming businesses by assisting geographical reorganization of value chains as well as by enabling cost-efficient small-scale production. Chaos or turbulence has been plentiful and will certainly continue.

This conference is a continuation of the research collaboration ongoing since 2001 of BRIE, the *Berkeley Roundtable on the International Economy at the University of California, Berkeley* and ETLA, *The Research Institute of the Finnish Economy*. A *Stanford University Press* book concluded the 1<sup>st</sup> round of BRIE-ETLA collaboration. Some of the research conducted in the 2<sup>nd</sup> round came out in a double special issue of the *Review of Policy Research*. The 3<sup>rd</sup> round came to its conclusion with a special issue of the *Journal of Industry, Competition and Trade*. In the first three rounds, over one hundred scholarly articles and reports have been published under the BRIE-ETLA umbrella. Besides via written material, the findings and insights of BRIE-ETLA work have been shared with the business and research communities in Europe and North America as well as decision-makers via formal and informal seminars, workshops, meetings, and researcher visits.