



IG&C Panel Session 2190

Assessing how digital strategies create and capture value: Tools, trade-offs, and “to-dos”

Alexander Engelmann: Vienna University of Economics and Business

Georg Reischauer: Vienna University of Economics and Business & Johannes Kepler University Linz)

Tania Weinfurtner: University of Zurich



Motivation

- **Digital strategies** that rely on platforms, ecosystems, and/or algorithms have become a **disruptive force** in our local and global economies,
 - bringing new **uncertainties** and **challenges** for **strategy practitioners**:
- How do strategy practitioners **create and implement digital strategies**?
- Which **tools** do strategy practitioners use to **assess the value of digital strategies**?
- Which **trade-offs** do strategy practitioners face when evaluating digital strategies vis-a-vis non-digital strategies?
- How can **scholars effectively address** these question?

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Speakers



Julia Hautz

Professor of Strategic Management
University of Innsbruck (Austria)



Saeed Khanagha

Associate Professor of Strategy
VU Amsterdam (Netherlands)



Sotirios Paroutis

Professor of Strategic Management and head of the Strategy and International Business Group
Warwick Business School (UK)



Basak Yakis-Douglas

Associate Professor in International Business Strategy
King's College London (UK)

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Schedule

Speaker/Agenda	Time
Alexander Engelmann/Introduction)	08:00 – 08:05am
Julia Hautz	≈ 12 minutes
Saeed Khanagha	≈ 12 minutes
Sotirios Paroutis	≈ 12 minutes
Basak Yakis-Douglas	≈ 12 minutes
Q&A	from 08:55 – 09:15am

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