

# **A Study on Strategic application of Business Ecosystem to Practical Management system**

**Daisuke Sato <sup>a</sup>, Masaru Ishioka <sup>b</sup>**

<sup>a</sup>Graduate School of Symbiotic Systems Science and Technology, Fukushima University, Fukushima, Japan

<sup>b</sup>Faculty of Symbiotic Systems Science and Technology, Fukushima University, Fukushima, Japan

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## **ABSTRACT**

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In recent years, the market environment has been undergoing rapid changes, such as intensifying international competition and diversifying customer needs, and there are limits to how well a company can respond to these changes on its own. To achieve stable development, companies need to continuously create innovations in response to market changes and cocreate value with other actors, moving away from independent development. Under these circumstances, it is important to build ecosystem as a framework for companies to share knowledge and technology with various entities other than their own. Although many studies address ecosystem related to business analysis, there is no clear definition or set theory for ecosystems, and the concept is fuzzy. In addition, while there are many case studies prove existing ecosystem few studies discuss how to construct a new framework based on ecosystem theory. In order to organise the complex and cumbersome ecosystem concept, this study categorises representative ecosystem studies based on their theoretical background, definitions and characteristics. This study examines ways in which ecosystem theory can be used in practical management strategies.

**Keywords:** Business ecosystem, Innovation management, Resources management, Affiliation approach, Structural approach