

El papel borroso de los actores vinculados en los sistemas de innovación

ABSTRACT

Propósito: el propósito del documento es conectar el papel estratégico de los actores comprometidos en la superación de fronteras para mejorar los procesos dinámicos de integración de recursos y aumentar el tamaño de la red, lo que da como resultado la innovación en los ecosistemas de crowdfunding.

Metodología: el estudio adopta un enfoque cualitativo de estudio de caso, utilizando diferentes métodos de generación de datos, incluidas entrevistas y análisis netnográficos del contexto de financiación colectiva de recompensas artísticas en España.

Hallazgos: el presente documento proporciona evidencia teórica y empírica del papel estratégico de los actores comprometidos como principales impulsores en la dinámica de innovación del ecosistema de servicios. En el contexto de las plataformas abiertas de crowdfunding, los actores tienen el potencial de afectar las instituciones, los recursos y el tamaño de la red, lo que da como resultado nuevas prácticas que pueden mejorar la innovación y la transición de fase en los ecosistemas.

Limitaciones/implicaciones de la investigación (si corresponde): la investigación se limita al contexto de financiación colectiva de recompensas. Otros contextos y otros tipos de financiamiento vacuno mejorarían la generalización de los resultados. El enfoque sistémico desarrollado sobre la contribución teórica destaca otros actores en el sistema y otros factores que influyen en la emergencia y la posible transición de fase que podrían introducirse en una investigación futura.

Implicaciones prácticas: el presente documento describe el papel estratégico del actor comprometido y su papel "empoderado". Las acciones relacionadas contribuyen a la mejora del tamaño de la red y la gestión de recursos que tienen efectos multiplicadores. Los efectos del rol estratégico desarrollado por este colectivo influye aún más en las capacidades de emergencia e innovación de los fundraisers y de todos los actores del ecosistema de crowdfunding. Las implicaciones gerenciales para el contexto de la financiación vacacional de recompensa vienen a satisfacer la demanda del sector hacia la mejora de la innovación y la construcción de actores comprometidos en ecosistemas más competitivos, capaces de innovar y autoajustarse automáticamente.

Originalidad: no hay contribuciones anteriores que conecten los múltiples roles activos de los actores comprometidos en plataformas abiertas que adoptan una conceptualización procesual con el compromiso del actor que afecta la innovación en las prácticas y la transición de fase. Se describen implicaciones teóricas enmarcadas en la Lógica Dominante del Servicio y se proponen implicaciones para el diseño de estrategias en el contexto del crowdfunding de recompensas.

Key words (max 5): Actors, actor engagement, innovation, networks, ecosystems, phase transition, reward crowdfunding.

Paper type –Research paper

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