



**The Research Centre of the School of Economics and Business**

cordially invites you to a research seminar

on **Thursday, 11 April 2024, at 13:00 CEST** in room **P-119**

at the School of Economics and Business, University of Ljubljana

**Giovana Culot** (University of Udine, Italy)

will hold the seminar:

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**Digital platforms for Supply Chain Management: Researching at the cross-road of Interorganizational Setups**

This seminar aims to align on the challenges and potential approaches of investigating new forms of organizing Supply Chain (SC) relationships through digital platforms. While digital platforms are consolidated in the consumer space, applications to streamline SC interactions are just emerging. These appear particularly interesting from both a theoretical and practical perspective. Shedding light on their workings is of paramount importance and requires deep reflections as to the unit of analysis and observation, alongside emerging constructs and relationships. Cross-pollination among disciplines is required considering the interplay between SC transactional/relational dynamics and emerging setups enabled by digital platforms, which have been framed as ecosystemic and combinatorial.

The talk will present a recently submitted research paper on a case study analysis of a digital platform for sustainable supply chain governance. Specifically, the case was developed starting from critical realist premises and leveraging the theoretical underpinning of the Legitimacy Theory, the Organizational Information Processing Theory, and the Strategic Alignment Model.

During the presentation, the differences between digital platforms and existing models of managing SC sustainability will be clarified based on the case evidence, showing that ecosystem-like coevolutionary dynamics are possible insofar established buyer-led approaches are facilitated. Furthermore, the role of institutional pressures in this respect will be elucidated. Along the way, the rationale of some key methodological choices will be explained with the goal of stimulating discussion among participants on the promise and perils of non-positivistic research approaches. In conclusion, the audience will be asked to reflect upon collaborative efforts for sustainable SC governance, while considering the potential of digital platforms in this respect.

Please sign up for the free seminar at <http://raziskave.ef.uni-lj.si/a/1703>

by 10 April 2024.

**We look forward to seeing you.**