

## SPECIAL SECTION: MANAGEMENT AND INNOVATION IN THE DIGITAL AGE

### GUEST EDITORS' INTRODUCTION

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The special issue “Management and Innovations in Digital Age” of Russian Management Journal consists of three research articles devoted to different themes. They provide an opportunity to reflect on the management research of digital multi-sided platforms and digital commerce that have influenced the global economy and changed many businesses as well as industry sectors. In the digital age, traditional ways of doing business experience deep transformation. New technology-enabled businesses contribute to blurring the digital and physical worlds. The convergence of people, businesses and artificial agents (things/smart things/smart machines) changes existing business models and creates new revenue opportunities. The digital business requires much more than technology, it needs advanced leadership and talent resources as well as new business models. For the side of customers, digital technologies are more than just new com-

munication channels, they represent a completely different approach of providing business services. Digital customers use electronic channels — web, mobile, social, etc. — to consume content, engage with brands and make transactions. Thus, digital technology firms face distinctive management challenges: familiar rules such as value-based pricing may fail and traditional barriers to entry may no longer hold. This is why the scholarly research on this topic such as provided in this special section is so important.

The first paper included in the special section [Yablonsky, 2019] is devoted to the understanding of the phenomenon of digital platforms. The paper explores and questions platform research in the context of digital multi-sided platforms. It provides main definitions, characteristics, advantages and disadvantages, opportunities and threats associated with the activities of the digital

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platforms. The paper systematizes current research with a focus on the platform digital transformation, strategy, business models and architecture and suggests agenda for future research.

The second paper [Avdasheva, Korneeva, 2019] continues the topic of digital platforms with the focus on state regulations. Competitive strategies of platforms often involve contractual arrangements that might be considered as anticompetitive. Since recent decisions of European Commission after investigations against Google in 2017 and 2018, and Bundeskartellamt against Facebook in 2019, the standards of liability for abuses applied by competition authorities will influence business models of digital platforms. This paper summarizes theories of harm applied by BRICS competition authorities applied towards multi-sided platforms under investigations. One may expect that BRICS approach to be harsher compared to mature competition jurisdictions. However, a comparison shows that discrimination and tying with exclusionary effects have been the focus of investigations and decisions in BRICS. Remedies in the infringe-

ment decisions are intended to protect rivalry through “no restriction of multihoming” conditions. There is no evidence that BRICS authorities apply a specific economic theory of multi-sided platforms. At the same time, BRICS competition enforcement could be applied as one of the legal instruments when one platform tries to crowd out another from global markets.

The third paper [Videlaine, Scaringella, 2019] considers another important topic of digital business—e-commerce. The authors develop a conceptual framework based on the technology acceptance model, the expectation-confirmation theory and the concept of information systems continuance. The paper reports an empirical study on consumers’ online repurchase intention in the household equipment market, which has not been undertaken before. The authors use structural equation modeling for the analysis of the sample of 218 IKEA customers. Confirming and rejecting fifteen hypotheses on the relationships between well-established consumer behavior concepts, authors contribute to bring together several important online repurchase intention models.

## REFERENCE

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