

THE HONG KONG UNIVERSITY OF SCIENCE AND TECHNOLOGY

Department of Information Systems, Business Statistics and Operations Management

IS SEMINAR ANNOUNCEMENT



Building Theories of Digital Business Strategy for Complex Digital Phenomena with a Configurational Approach

by

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TIME	10:30 am - 12:00 nn
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ABSTRACT

How do organizations formulate and change successful digital business strategy to produce and sustain competitive firm performance in complex digital phenomena? Digital business strategy for complex digital phenomena cannot be fully understood by focusing on digital technologies in isolation but by investigating complex interactions among digital and organizational elements under different organizational and environmental contexts. There is also a need to investigate the evolution of such configurations over time to yield and sustain high performance.

In this talk, first, I explain complex digital phenomena with the configurational approach that is best suited to developing a theory of conjunctural, equifinal, and asymmetrical causality. Then, I introduce a configurational method "qualitative comparative analysis (QCA)" with guidelines for applying QCA to develop causal recipes that account for complex digital phenomena marked by theoretical and configurational multiplicity. Causal recipes are formal statements explaining how causally relevant elements combine into configurations associated with outcomes of interest. Lastly, I provide example empirical studies that show how to develop theories of digital business strategy with a configurational approach: 1) holistic archetypes of IT outsourcing strategy and 2) patterns in evolution of digital and organizational capability configurations.

KEYWORDS: Complex digital phenomena, configurations, digital strategy, qualitative comparative analysis (QCA)

BIOGRAPHY

YoungKi Park is an associate professor of Information Systems at the George Washington University School of Business. He received his Ph.D. from the Marshall School of Business, University of Southern California and his M.S. from KAIST business school in Korea. He also has 10 years of IT consulting experience in database, business intelligence, analytics, and enterprise systems at Oracle, LG, and the Korea Exchange before pursuing his doctoral studies. His research areas include digital strategy, digitally enabled organizational capability, digital transformation, competitive dynamics in digital environments and he specializes in the set-theoretic configurational approach, fuzzy-set qualitative comparative analysis (fsQCA). His work has been published in premier journals, including Information Systems Research, MIS Quarterly, Journal of the Association for Information Systems, Journal of Strategic Information Systems, and Research in Sociology of Organizations. He has been serving as an Associate Editor at MIS Quarterly since 2022.