

Leveraging Digital Ecosystem for Service Delivery: A case study on Amazon Inc.

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Purpose – According to Bjarin (2011), Digital Ecosystem is ‘the complex of a community of digital devices and their environment functioning as a whole.’ When software, hardware and digital services are connected in an interdependent manner it gives rise to the 'Digital Ecosystem'. In service industry such ecosystems can help organizations receive competitive advantage. Digital Ecosystem is driven by technological advances and state of the art communication networks to be able to facilitate service industry. As per Mathivanan and Rajesh (2016) supporting technologies would further help streamline service delivery. Such development has a far-reaching impact on performance, competitiveness, and resilience for life and business in several industries. (Li et al., 2015). Leveraging Digital Ecosystem for service delivery may lead to good strategy making, greater market penetration and enhanced customer loyalty.

Design/Methodology/approach – In this research in-depth review of “*Amazon Inc.*” would be carried out as an approach to identify complex variables. Based on the nature of proposed research, a qualitative approach would be adapted in order to integrate various elements of research design. Such method is designed to help researchers understand individuals and the socio-cultural contexts within which they live (Gummeson, 2017.)

Findings – Value creation is one of the main objectives of Digital Ecosystem, that encompasses companies, customers and other entities involved as service providers. With Digital Ecosystem in place; the overall customer experience gets better as it can be customized depending on requested services. There is an improvement of accessibility, data security, physical and psychological barriers, as well as the interactions of different actors in the ecosystem, making them "smart" in a context in which technologies are integrated with the context of fruition and an application for the provision of integrated solutions in terms of defining and solving, fidelizing and protecting the consumer. This results into services with several tangible and intangible benefits.

Research limitations/implications (if applicable) – In the near future, customer will prefer the products/services in a holistic point of view, where services delivered via 'Digital Ecosystems' are likely to affect the decision making process.

Practical implications (if applicable) – Many companies are still exploring Digital Ecosystems for respective business practices using divergent strategies. (Savov, 2012)

Originality/value – This research is significant because ‘Digital Ecosystem’ can directly or indirectly influence Service Delivery and help organization achieve leadership position in the market. As a result, leading companies are working towards developing a new type of economy - the “We Economy.” (Olavsrud, 2015) Proposed research makes an attempt to highlight the same

Key words - Service Delivery , Digital Ecosystem, Content Management, User Experience, Service Ecosystem

Paper type –Research paper

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