

# **ECOSISTEME DE AFACERI: CONCEPTE ȘI STRATEGII DE DEZVOLTARE**

## **BUSINESS ECOSYSTEM: CONCEPTS AND DEVELOPMENT STRATEGIES**

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**Abstract:** Business Ecosystem concept emerged recently as a result of the necessity to emphasize new collaborative structures within emerging industries. Although it is still in an exploration phase, many researchers agreed upon the fact that an ecosystemic point of view is preferred and more valuable in order to provide meaningful insights on innovation and cross – industrial collaborative processes. Hence it is important to elaborate a state of the art based on literature review on business ecosystem concept. From this point of view, there will be provided meaningful insights on the ecosystem concept, who are the participant actors within an ecosystem, how they establish common ground for their collaboration and, last but not least, how innovation emphasize and trigger change.

**Keywords:** business ecosystem, digitalizing innovation, innovation, ecosystem strategies, platform