

How many layers does it take to master digital business ecosystems? Analyzing the position of AgTech start-ups in the smart farming ecosystem



Idea: This study aims to analyze the position of AgTech startups within the smart farming ecosystem using the layered modular architecture from physical products to digital services. The research will examine how AgTech start-ups integrate across the different layers of digital business ecosystems in smart farming. By mapping the start-ups' positions and interactions across these layers, the study will provide insights into the optimal number and combination of layers needed for AgTech start-ups to successfully operate and position themselves within the smart farming digital business ecosystem.

Study design: Desk research and interviews with start-ups

Relevant Literature:

Bohnsack, R., Rennings, M., Block, C., & Bröring, S. (2024). Profiting from innovation when digital business ecosystems emerge: A control point perspective. *Research Policy*, 53(3), 104961.

Yoo, Y., Henfridsson, O., & Lyytinen, K. (2010). Research commentary—the new organizing logic of digital innovation: an agenda for information systems research. *Information systems research*, 21(4), 724-735.