



## Strategy Science

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### Call for Papers-Special Issue of Strategy Science: Shaping the Future—Strategies for Market Creation and Transformation

Special Issue Editors: Elizabeth Pontikes, Violina Rindova

To cite this article:

Special Issue Editors: Elizabeth Pontikes, Violina Rindova (2019) Call for Papers-Special Issue of Strategy Science: Shaping the Future—Strategies for Market Creation and Transformation. Strategy Science 4(1):60-60. <https://doi.org/10.1287/stsc.2019.0079>

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**Call for Papers**

# Special Issue of *Strategy Science*: Shaping the Future—Strategies for Market Creation and Transformation

**Special Issue Editors: Elizabeth Pontikes,<sup>a</sup> Violina Rindova<sup>b</sup>**
<sup>a</sup>Booth School of Business, The University of Chicago, Chicago, Illinois 60637; <sup>b</sup>Marshall School of Business, University of Southern California, Los Angeles, California 90089

**Contact:** [elizabeth.pontikes@chicagobooth.edu](mailto:elizabeth.pontikes@chicagobooth.edu),  <http://orcid.org/0000-0002-6776-2347> (EP); [rindova@marshall.usc.edu](mailto:rindova@marshall.usc.edu),  <http://orcid.org/0000-0002-4197-8908> (VR)

<https://doi.org/10.1287/stsc.2019.0079>

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In the modern economy, across industries, firms increasingly face rapid, disruptive changes in their environments. Most are caught off-guard and forced to defensively respond. But some initiate these changes, shaping the environment in ways that favor the firm.

The focus of this special issue is firm strategies that fundamentally change markets. The study of market structures is a mainstay in management research: industry forces, strategic groups, product market categories, ecosystems, exchange networks, alliances, and organizational architectures, to name a few. But much of this work takes market structures as given and examines strategic behavior within them. In fact, markets are often understood as “structured and patterned exchanges that exhibit a high degree of regularity in product/service offering, the roles that actors play in the exchange, and the infrastructure that enables and governs the exchange” (Lee et al. 2017).

We invite papers that reverse this emphasis, studying how firms reshape market structures and chart new trajectories. Of particular interest is work that examines strategic choices through which firms reconceptualize existing structures or create new ones, processes through which they mobilize stakeholders to engage in novel types of interactions, or the mechanisms by which entrepreneurs, activists, coalitions, and audiences contribute to these processes.

Given our focus on agency, we welcome papers that examine these dynamics at the individual, organizational, industry, and market levels of analysis. We seek theoretical and empirical contributions from a variety of perspectives, including qualitative and quantitative research designs. However, whatever the theoretical perspective, level of analysis, or methodological approach, submitted papers should focus on questions of firm strategy.

Submissions will be accepted between **April 1 and April 30, 2019**. Manuscripts that do not appear to fit the topical focus of the special issue will be considered, with the authors’ approval, for a regular issue of *Strategy Science*. *Strategy Science* is a quarterly journal looking to publish a small set of high-quality articles in each issue that address central topics in the field. Authors can expect rapid and high-quality reviews by appropriate leading scholars in the field and clear editorial guidance should a revision be requested. For information about the special issue and the journal, please see this link: <http://pubsonline.informs.org/journal/stsc>.

## Reference

Lee BH, Struben J, Bingham CB (2017) Collective action and market formation: An integrative framework. *Strategic Management J.* 39(1):242–266.