

Academic journal summary

This summary are summarized from academic journal about disruptive. The reason why I select this journal is I am interesting on film industry which almost fade from people life. This journal mainly focus on how disruptive take an effect on firms or industries. The writer categorize disruptive into many perspective. For instance, a temporal or relational perspective of disruption. In present, we are living in an era of continual disruption in which technological innovations and new business model changes are affecting not just individual firms, but entire industries and ecosystems. There is also the Innovator's Dilemma which indicates how challengers can offer what he labeled as disruptive technologies (or innovations) to unseat established incumbents. The challenger begins by offering innovations that are inferior in terms of features or performance, but also cheaper or more accessible than products and services in the mainstream market. Because these "inferior" innovations appeal primarily to niche customer segments that are overserved or ignored by established incumbents, the challenger is able to circumvent selection environments constituting mainstream markets. This case may be like the fallen of Kodak, the biggest film producer. Kodak is the first who founded a digital camera but finally get rid out of the photography industry by other firms. Business ecosystems are particularly relevant in systemic industries wherein different components or modules of a system. Innovations may result in changes to the system's architecture. For instance, the recent emergence of a mobility ecosystem around "autonomous vehicles" (self-driving cars) has impacted not just traditional automakers, but also blurred the boundaries between technology firms, energy companies, and insurance companies.