Why do firms have not succeeded to cope with global commons? Towards a polycentric collective strategy.

Friday, September 9, 2016 from 12:00-1:30 PM in MacLaurin, Room D103

ABSTRACT

Global commons are complex, large and dispersed systems of shared interdependent natural, human and social resources, with a great diversity on the nature of billions of users and appropriators, often in conflict by their use (e.g. global ocean fishing reserves, global forest, the atmosphere, global water sources, the gene pool and cyberspace and internet). Their open access, and lack of clear property rights and overuse have treated firm resource management. In this paper, we seek to develop a conceptual framework for firms to co-manage the global commons based on collective strategies. Collective strategies are defined as the combination of collective action and complexity. We first identifies the four challenges that global commons face vis a vis other economic goods. The paper studies a collective strategic approach based on two main logics: collective action and complexity that frame three main dimensions of firm-based collective strategies: (1) two principles: co-management and cooperation, and collective value appropriation; (2) two mechanisms: mitigation and replenishment, and capacity building; and (3) two necessary boundary conditions: social capital, and reciprocity and trust. As a result, collective strategies are built as a polycentric approach.