

## ASSESSING BUSINESS ECOSYSTEM HEALTH: ROLE OF ANCHORING ACTOR IN FORMATION PHASE

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### **Abstract:**

Business ecosystem concept takes ideas from ecological ecosystems into analysis of complex networks. Business ecosystems emerge either as managed initiatives or organically, impacted by internal or external stimulus. Ecosystem formation is unpredictable, dynamic and challenging to control transferring project front-end into operational ecosystem. The theme of this research is how to form a healthy business ecosystem. It defines a framework for formation analysis and describes role of anchoring actors who lead the formation. Ecosystem health assessment through actors and relationships provides information to support ecosystem formation. Through a case study in Taiwanese health and wellbeing ecosystem this research presents how the anchoring actors can be identified and how they contribute to the ecosystem formation. Building on the anchoring actors' contribution the research defines a model for ecosystem health assessment. Practitioners can use the findings to emphasize the ecosystem formation and to monitor the ecosystem health. This research contributes to business ecosystem and business network literatures by presenting the anchoring actor as an important role for ecosystem formation and by presenting how ecosystem health can be assessed.

*Keywords: business ecosystem, ecosystem formation, anchoring actor, ecosystem health*