**MIS 782 Seminar Week 9 (Dynamic Capabilities)**

We aim to apply the theories, frameworks and models taught in the unit through applying it to real-life cases. Seminar activities are indicative of what will be examined in the unit through assessments and exam!

**Seminar preparation**

Please check the discussion questions below and read the case study using Dynamic Capabilities framework as a lens: “Netflix-Dynamic Capabilities for Global Success[[1]](#footnote-1)”

**Instructions:** Please read the allocated case study and try to have a discussion in groups of three to four about the following questions. Each group will be assigned one question to answer that has to be presented in front of the class. It will be useful for each group to have a dedicated individual who will present/discuss the answer to the question.

**Case study related questions**

1. *How did all three elements of dynamic capabilities theory (sensing, seizing, and reconfiguration) contribute to the success of “Netflix Originals” and the company’s global success?*
2. *Contrast the applicability of dynamic capabilities framework with resource-based view in explaining Netflix’s success.*
3. *How can Netflix use the four dimensions of information sources to gain competitive advantage? Can you provide examples where combinations of these dimensions of information are being used to gain competitive advantage?*

**References**

Barney, JB. and Hesterly, WS (2006) Evaluating a firm's internal capabilities in Strategic management and competitive advantage: concepts and cases

Teece, D. J. (2007). Explicating dynamic capabilities: The nature and microfoundations of (sustainable) enterprise performance. Strategic Management Journal, 28(13), 1319–1350.

1. Please note we will also use this case for the Seminar 8 to discuss the dynamic capabilities framework. [↑](#footnote-ref-1)