



Benjamin ASTIER
USMB, IREGE

Reframing Decision-Making in Innovation Ecosystems: How Can Aspirations Drive Innovation?

Sustained managerial commitment within innovation ecosystems (IESs) represents a theoretical paradox under conditions of radical uncertainty. This study examines why shared aspirations are analytically significant and how they shape decision-making processes within IESs. To this end, we introduce a three-domain decision-making ecosystem framework. The framework is operationalized through Repertory Grid (Rep-Grid) analysis combined with a flexible patternmatching approach, applied to a holistic case study of the fashion and textile innovation ecosystem in Northern France. The findings reveal a compensatory decision logic: when conventional ecosystem components prove insufficient, shared aspirations stabilize actors' commitment, motivate risk-taking, and align decision-makers with collective innovation objectives. The novelty of our study lies in the integrated configuration of three ecosystem domains—Aspirational, Relational, and Actional—within an ecosystem decision frame, in which shared collective aspirations play a central role in fostering actors' strategic commitment and willingness to engage in collaborative risk-taking.

