



SIG 03 - ENT - Entrepreneurship

We invite you to submit your research to explore the theme of *The Business of Now: the future starts here* for the EURAM 20th Conference.

We look forward to receiving your submissions.

ST03_01/ST06_01/ST13_01 - Business Model - Strategy, Innovation, and Entrepreneurial Venturing (co-sponsored ENT / INNO / SM)

Proponents:

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Short description:

Business Model - Strategy, Innovation, and Entrepreneurial Venturing

The business model topic attracts continued interest in business research and practice (Massa et al., 2017; Foss & Saebi, 2017, Zott, Baden-Fuller and Mangematin; 2015: Spieth et al., 2014). However, despite ongoing research efforts to understand the business model and its role in firm performance, scholars face persistent questions about constituent components, sequences and contingencies for the process of business model innovation, impacting strategic intents of the firm to develop new value-creating and value-capturing activities.

Long description:

The business model topic attracts continued interest in business research and practice (Massa et al., 2017; Foss & Saebi, 2017, Zott, Baden-Fuller and Mangematin; 2015: Spieth et al., 2014). However, despite ongoing research efforts to understand the business model and its role in firm performance, scholars face persistent questions about constituent components, sequences and contingencies for the process of business model innovation, impacting strategic intents of the firm to develop new value-creating and value-capturing activities.

Yet, despite the overall substantive research effort undertaken to understand the business model (Massa, Tucci and Afuah, 2017), resultant literature still fails to agree on a common interpretation of the concept. The ambivalent nature of the business model (BM) poses in consequence a substantive challenge for developing theory on business model innovation (BMI) (Spieth et al., 2014). However, theory development on emerging phenomena involves prolonged periods of logical inconsistency and contradiction, and which relies on abstracting from various sources of evidence captured in actual business practice (Weick, 1995: 389). Likewise, the business model topic attracts continued interest in business research and practice (Demil et al., 2015) In sum, the related phenomena of the business model and business model innovation attract a continued interest in both business



research and practice, and it offers a wide range of avenues for further investigations on its various dimensions.

Consequently, we call for papers providing theoretical perspectives on and/or empirical insights into the business model, its innovation, and its underlying processes. Questions/topics of interest include, but are not limited to the following:

- Conceptualising the phenomena of the BM and BMI
- Linking antecedents, central components, and outcomes of BMI
- Understanding the linkages between BMs and ecosystems
- Individual and organizational capabilities and processes for the BM and BMI
- Views on the BM from strategy, innovation, and entrepreneurial perspectives
- Organising for BM strategy and BMI
- Boundary conditions of BM strategy and BMI
- Competition and interaction among different BMs / portfolios of BMs
- Managerial cognition, dominant logics and BM management / BMI
- Alternative forms of BMs and BMI, such as sustainable and social BMs
- Integrating stakeholders into BM management and BMI
- Digitalisation, disruptive technological change, and BMI
- The BMI as a boundary object and sensemaking device
- Interdependencies, value processes and value co-creation within (networked) BMs

Keywords:

business model
business model innovation
value creation
value capture

UN Sustainable Development Goals (SDG):

Goal 9: Industry, Innovation, and Infrastructure, Goal 17: Partnerships for the goals.



Publication Outlet:

R&D Management
Long Range Planning
European Management Review

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<http://www.euramonline.org/submissions-guidelines-2020/authors-chairs-dicussants-guidelines.html>