

<p>Track</p>	<p>BUSINESS MODEL INNOVATION</p>
<p>Names, institutions, e-mail addresses, phone numbers and research fields of organisers</p>	<p>Professor Dr. Patrick Spieth, EBS Business School, Germany, patrick.spieth@ebs.edu, Tel. +49 61171021374</p> <p>Professor Dr. Joan Enric Ricart, IESE Business School, Spain, ricart@iese.edu</p> <p>Professor Hans Lundberg Ph.D., Linnaeus University, Sweden, hans.lundberg@lnu.se</p> <p>Professor Dr. Kurt Matzler, Innsbruck University School of Management, Austria, Kurt.Matzler@uibk.ac.at</p> <p>Professor Dr. Dirk Schneckenberg, ESC Rennes School of Business, France, dirk.schneckenberg@esc-rennes.fr</p> <p>Professor Dr. Martin Ihrig, University of Pennsylvania, USA, ihrig@wharton.upenn.edu</p>
<p>Introduction</p> <p>Following the acknowledgement of their importance for successful innovations, business models themselves became subject to innovation. Companies started to realize that in response to changes in their environment, even a successful business model is never a permanent given (Chesbrough, 2007; Lindgardt et al., 2009). Rather, firms are required to reconsider their established models (Chesbrough, 2010) – either in response or pro-active anticipation of changes in their environment. Business model innovation thereby goes far beyond isolated product, service or technology innovation (Lindgardt et al., 2009). It captures the innovation of at least one of its constituting elements including its value proposition, its value chain, or revenue model and thereby provides a firm with potentials like the activation of overlooked value sources within the company or the creation of novel systems that are difficult to imitate (Amit, Zott, 2010).</p> <p>While the impact of business models and their innovation on a firm’s success appears to be convincing (Koen, Bertels Elsum, 2011), so far the construct has been only very poorly understood (Teece, 2010). Scholars are still concerned with the theoretical foundation and</p>	

definition of both business models and business model innovation. Literature on business models has developed in a range of isolated silos integrated in ecommerce, strategy and innovation management literatures, which further demonstrates the lack of a common understanding of the concept's definition (Zott, Amit, Massa, 2011). Our motivation for this track has been determined by the infant stage of the research on business model innovation while it has at the same time increasing importance as driver and subject for innovation.

Consequently, we call for full papers that provide new theoretical perspectives on and/or empirical insights into business model innovation and its underlying processes, thus enhancing the study and understanding of the subject. Topics of interest include but are not limited to the following:

- Business model innovation & strategy
- Organizational design and business model innovation
- Process and elements of business model innovation
- Role of different stakeholders in business model innovation
- Measuring success and effects of business model innovation

2013 Conference Activities

Competitive Paper Sessions

We are happy to meet you at social events of SIG Entrepreneurship, Strategy and Innovation for two reasons: 1) fostering collaboration among these three parties and 2) strengthening business model innovation research at the interaction of these three anchors.

Additional Activities

Best Papers of this Track will be considered for publication in

- R&D Management Journal, Special Issue on "Business Model Innovation",
- International Journal of Entrepreneurship and Innovation Management (IJEIM), Special Issue "Business Model Innovation"