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STUTT GART

Call for Papers Business Model Innovation



Business model innovation is regarded to be essential for companies to create and form new markets (Kim and Mauborgne, 1997, 1999) and to achieve a competitive advantage over rivals (Markides, 1997; Mitchell and Coles, 2003). Despite the topic's anticipated prominence, (inter-)organizational activities related to business model innovation still require more academic clarity out of different theoretical lenses. Whereas most academic papers about business model innovation focus on sources and components of value creation (Amit and Zott, 2001; George and Bock, 2011; Morris et al., 2005), the necessity of certain organizational antecedents, mechanisms, and performance effects is hardly explored. During the last years, the topic has become increasingly relevant for strategy scholars who are interested in better understanding activities for value creation and capture (Schneider and Spieth, 2013; Teece, 2010).

Research highlights that business models are subject to innovation (Zott et al., 2011) with dissimilar degrees of innovativeness. The notion has proven helpful in describing in what way both young as well as established firms can find new sources of value creation and/ or capture. In this vein, one might differentiate between incremental, new-to-the-firm, and new-to-the-world business models. Depending on the degree of business model innovativeness, firms are likely to differentiate with respect to their organizational capabilities, processes and structures (Enkel and Mezger, 2013). Since business models are frequently regarded as dynamic formations, skills in managing business model innovation are likely to change and to take various forms (Doz and Kosonen, 2010). In general, business model innovation counts as umbrella term which refers to various levels of the underlying phenomenon questioning how firms do business on the individual, organizational, and system level (Schneider and Spieth, 2013; Teece, 2010).

Moreover, several firms determinedly foster specific initiatives and approaches toward business model innovation (Teece, 2010; Zott et al., 2011). In this vein, they are often able to better reflect on changing customer needs, incorporate new or upcoming trends (e.g. digitalization and industry convergence), or make a firm's strategic direction more tangible for all stakeholders. Thus, the notion of business model innovation could additionally offer an interesting perspective for the study of interaction between firms from within and across established industry boundaries (Chesbrough, 2007).

Based on this call for papers, we particularly call for empirical work providing insights into the phenomenon around business model innovation. In this regard, we would like to emphasize that the most convincing papers are considered for publication in the special issue of the R&D Management Journal which will be published in 2015. Topics of interest encompass, but are not restricted, to the following:

- Organizational capabilities and processes for (disruptive) business model innovation
- Business model innovativeness (e.g., incremental, new-to-the firm, and new-to-the-world business models)
- Patterns of business model innovation
- Business model innovation from a collaborative perspective
- Challenges and success factors in digital business models
- Influence of technical trends such as big data or 3D printing on business models
- Development of service-based business models
- Business model innovation on an individual, organizational versus system level