



Strategic Interest 06 – Innovation (INNO)

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Dear EURAM members and friends,

With our theme **“Managing Knowledge: Making Knowledge Work”**, we invite you to participate in debate about how we can use and develop our knowledge better so that solving problems and dealing with issues can become more effective. We look forward to receiving your submissions.

ST 06_02 Business Model Innovation (BMI)

Proponents:

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Description:

The business model topic attracts continued interest in business research and practice (Demil et al., 2015; Zott, Baden-Fuller and Mangematin; 2015 Amit and Massa, 2011). This confirmed interest for the business model, and the central question of how to innovate the business model, provide a range of avenues for further research in the field (Spieth, Schneckenberg & Ricart, 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.

Concurrent research reflects the multi-dimensional nature and investigates business models from different viewpoints in separate streams which so far fail to converge into a common understanding of the topic (George, & Bock, 2011). While strategy scholars operationalize business models as system-level unit of analysis to understand how firms create and deliver value to gain competitive advantage (Teece, 2010), studies in the innovation management field focus more on the role of business models for bringing new products and technologies to markets (Spieth, Schneckenberg & Ricart, 2014; Zott, Amit & Massa, 2011). At the same time, managers struggle to efficiently develop and implement new business models in corporate practice (Chesbrough, 2012). In short, the topic of business models is both important for research and practice, and it offers a range of avenues for further research which conceptualises and integrates its key components into a common framework. Business model innovation attracts a continued interest in both business research and practice (Gunther-McGrath, 2011), 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 business model innovation and its underlying processes. Questions/topics of interest include, but are not limited to the following:

- Linking firm strategy and business model innovation
- Organizational capabilities and processes for (disruptive) business model innovation
- Competition and interaction among different business models / portfolio of business models
- Managerial cognition, dominant logics and business model innovation
- Business model innovativeness (e.g., incremental, new-to-the firm, and new-to-the-world business models)
- Disruptive business models
- Business models for emerging markets
- Organizing for business model innovation
- Integrating stakeholders into business model innovation
- Business model innovation and social innovation

Publish:

- LRP - Long Range Planning
- RDM - R&D Management Journal
- JBR - Journal of Business Research

For more information:

Contact the proponents above mentioned.

Submission Deadline: 10 January 2017 (2 pm Belgian time)

Authors Guidelines and Submission Deadline:

As an author, it is crucial to follow the guidelines and formatting instructions to prepare and submit your paper in order to have it published in proceedings.

ONE PRESENTING AUTHOR PER PAPER SUBMISSION

Each individual is limited to one personal appearance on the programme as a presenting author. This policy precludes acceptance of papers for more than one presentation. In other words, **an author can submit and present only one paper**. However, a presenter can always be a non-presenting co-author on additional papers.

Please read the instructions carefully prior to submitting:

1. Each paper can only be submitted to ONE track.
2. Submitted papers must NOT have been previously published and if under review, must NOT appear in print before EURAM 2017 Conference.
3. To facilitate the blind review process, remove ALL authors identifying information, including acknowledgements from the text, and document/file properties. (Any submissions with author information will be automatically DELETED; author information and acknowledgements are to be included in a SEPARATE document).
4. The entire paper (title page, abstract, main text, figures, tables, references, etc.) must be in ONE document created in PDF format.
5. The maximum length of the paper is 40 pages (including ALL tables, appendices and references). The paper format should follow the [European Management Review Style Guide](#).
6. Use Times New Roman 12-pitch font, double spaced, and 1-inch (2.5 cm) margin all around.
7. Number all of the pages of the paper.
8. No changes in the paper title, abstract, authorship, track and actual paper can occur AFTER the submission deadline.
9. Check that the PDF File of your paper prints correctly and ensure that the file is virus-free. Submissions will be done on-line on the EURAM 2017 website (open as of 1 December 2016: see <http://www.euram-online.org/annual-conference-2017.html>.)
10. Only submissions in English shall be accepted for review.
11. In case of acceptance, the author or one of the co-authors should be available to present the paper at the conference. A presenting author can only present one paper at the conference.