



Call for Papers

Journal of Entrepreneurship, Management and Innovation (JEMI)

Special Issue on:

Business Model Innovation – A Concept Between Organizational Renewal and Industry Transformation

Editor of the Special Issue:

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With the new millennium and the hype of electronic business a new movement was created that still gains momentum: business model innovations. Deeply influenced by business informatics in the early years, business models and business model innovations became a pervasive part of our business life. Particularly business model innovations opened the door for a thinking far beyond product and process innovations. By considering new ways of designing value propositions, value-added architectures and sales modes (e.g. Timmers, 1998), business model innovations became an attractive option of recent innovation management and strategic management of the entrepreneurial kind as well. Especially small- and medium-sized entities (SMEs) found a new way to innovate without spending too much resources in uncertain investments.

Once successfully implemented, business model innovations on the micro level drive organizational renewal and/or help in developing new businesses. More than that, business model innovations may change the 'rules of the game' in markets and trigger processes of industry transformation (Porter & Rivkin, 2000) on the macro level.

Despite the considerable power of business model innovations, not every innovative business model is a 'home-run'. Empirical evidence suggests (e.g. Freiling & Dressel, 2014) that sophisticated new business models promise 'win-win' constellations for both customers and suppliers, but face the problem of limited adoption in target markets. Insofar, the implementation goes along with numerous obstacles. Little is said about the root causes of these obstacles and the ways how to cope with these challenges.

This special issue is devoted to all the above-mentioned issues and invites papers that are conceptual, theory-based and/or empirical in nature. The call is open for disciplinary and, particularly, inter-disciplinary perspectives on the development of business model innovations, their impact on markets, industries and society, and obstacles. Against this background, there are numerous topics that fit under this umbrella. To name but a few, the following list of potential questions does by no means intend to be exhaustive but only illustrative:

- Is there a shift in innovation management towards business model innovations? If so, how far and/or why?
- How do innovative business models evolve?
- What does it take to be a business model innovator – from an organizational and/or individual viewpoint?
- Does entrepreneurial orientation play a role in generating and implementing business model innovations?
- What is the role of the ambidexterity construct in case of business model innovations?
- Do dominant logics in organizations foster or impede the implementation of business model innovations?
- What makes new business models innovative?
- How (far) do business model innovations restructure industries?
- How can we extract critical factors of the success of business model innovations?
- What are these critical factors of the success of business model innovations?
- Does the business model canvas concept (Osterwalder & Pigneur, 2010) have an impact of successfully implementing new business models?
- When do innovative business models fail?
- Why do innovative business models fail?
- Does an international launch of business model innovations require local adaptations?

Contributors are welcome to propose other topics that meet the objectives of this issue. In case of requests please send an e-mail to the editor of the special issue (e-mail: freiling@uni-bremen.de).

Paper submission

Papers should be submitted before the end of **March 15, 2015** to JEMI, at: jemi@wsb-nlu.edu.pl. They must be in sufficient detail for the referees to judge their meaning and value. Submissions must be in English, should normally be no more than 15 pages in length (up to 8,000 words), and follow the submission requirements posted on the JEMI website at <http://jemi.edu.pl/pl/submission.html>. Notifications of acceptance/rejection will be sent to authors within less than three months.

References

- Freiling, J. & Dressel, K. (2014). Exploring constrained rates of adoption of total cost of ownership models: A service-dominant logic analysis. *International Small Business Journal* 32, published online March 12, 2014, doi:10.1177/0266242613519118.
- Osterwalder, A. & Pigneur, Y. (2010). *Business Model Generation*, New York: Wiley.
- Porter, M.E. & Rivkin, J.W. (2000). *Industry Transformation*. Boston/Mass.: Harvard Business School Publications.
- Timmers, P. (1998). Business Models for Electronic Markets. *Electronic Markets* 8 (2): 3-8.