

## Call for Chapters

# Sustainable International Business Models in a Digitally Transforming World\*

## Editors

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## Objective and Background

This book broadly investigates sustainable international business models. Because the topic requires a multidisciplinary approach, the aim is to integrate insights and theories from International Business, Sustainability, Digital Transformation, Business Modeling, and Business Model Innovation (BMI) theories. The words volatile, uncertain, complex, and ambiguous (VUCA) summarize recent times well as political and economic relationships have undergone sudden changes while the Covid pandemic and other disasters have hit hard. Such events and trends call into question the existing business models and challenge businesses to digitalize and conduct activities in ways they had not contemplated before. Meanwhile, Globalization may have reached a temporary peak as firms reconfigure supply chains to accommodate politics, disasters, and digital realities. This reconfiguring may indicate a second wave of Globalization or a Globalization 2.0.

Chapter proposals are encouraged with regard to the topics mentioned above. The book welcomes support of and challenges to the schools of thought and theories around BMI (Chesbrough, 2010; Foss & Saebi, 2017; Gassmann, Frankenberger, & Sauer, 2016). Specific

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\* Tentative title

theories to consider in this volume include, but are not limited to, BMI as a decision making process (Wirtz, 2019), new models as outcomes (Foss & Saebi, 2017), and BMI in organizational culture (Baber, Sarata, & Tsukamoto, 2020).

The editors are seeking 15-20 chapters of conceptual papers and empirical papers (theoretical or practical). The editors will accept another 5-8 chapters on particularly insightful and appropriate cases of emerging business models.

## About the Editors

**Anshuman Khare** is Professor in Operations Management at Athabasca University, Canada. He joined Athabasca University in January 2000. He is an Alexander von Humboldt Fellow and has completed two post-doctoral terms at Johannes Gutenberg Universität in Mainz, Germany. He is also a former Monbusho Scholar, having completed a postdoctoral assignment at Ryukoku University in Kyoto, Japan. He has published a number of books and research papers on a wide range of topics. His research focuses on environmental regulation impacts on industry, just-in-time manufacturing, supply chain management, sustainability, cities and climate change, online business education, etc. He is passionate about online business education. Anshuman serves as the Editor of IAFOR Journal of Business and Management, Associate Editor of International Journal of Sustainability in Higher Education published by Emerald and is on the Editorial Board of International Journal of Applied Management and Technology.

**Arto Ojala** is a Professor of International Business in the School of Marketing and Communication at the University of Vaasa, Finland. He is also an Adjunct Professor in Software Business at the Tampere University, Finland. His areas of research include topics such as global digital business, international entrepreneurship, and business models. His articles have been published in Information Systems Journal, Journal of World Business, Journal of Systems and Software, Journal of Cleaner Production, IEEE Software, and IT Professional, among other academic venues. He holds a PhD in economics from the University of Jyväskylä. In his doctoral thesis, he investigated Finnish software firms' foreign market entries and operations in the Japanese market. He is additionally an editor-in-chief of the Scandinavian Journal of Information Systems.

**William W. Baber** has combined education with business throughout his career. Currently he is teaching and researching negotiation and business models as an Associate Professor in the Graduate School of Management, Kyoto University. He has also taught as a visiting professor at University of Vienna and University of Jyväskylä. Additional experience includes economic development in the State of Maryland and supporting business starters in Japan. He is the lead author of the textbook Practical Business Negotiation and co-editor of Transforming Japanese Business. Recent articles include Transition to Digital Distribution Platforms and Business Model Evolution as well as Identifying Macro Phases across the Negotiation Lifecycle. Negotiation

simulations include Mukashi Games and Pixie and Electro Car Merger, both available through TheCaseCentre.org.

## Audience for this book

This book is targeted at business academics and leaders who have interest in International Business, Digital Transformation, Sustainability, and questions around Globalization as it is reshaped by the pressures of politics, disasters, the pandemic, and other stresses.

## Call for chapter proposals and requirements

We seek proposals for the book that highlight how International Businesses are adopting new business models and approaches including digital technologies, sustainability practices, resilient risk management, emerging technologies, and so on. We look forward to proposals from manufacturing and services and all business activities as well as all areas of management.

The book as planned will have sections for conceptual papers, empirical papers (theoretical or practical), and case studies.

Proposals shall include the following:

- Title of the Chapter
- Section that your chapter would best fit to, i.e. theory, practice, or case studies
- Names of authors, their affiliation, contact email. Please identify the Corresponding Author with a \*
- One sentence statement of the purpose of the chapter
- Extended abstract 400-800 words
- Five keywords
- Bios of all authors (100-150 words)

## Review Process

Proposals submitted will be reviewed by the Editors and an initial structure of the book will be created. After a shortlisting process, selected authors will be invited to submit full papers (about 5000-8000 words).

Full chapters submitted will be peer-reviewed by a team of academics and practitioners from around the world. The review process will be coordinated by the Editors and an Editorial Board. The Editors and the Editorial Board members will be introduced when the call for full, final chapters is made.

## Contact / Coordinating Editor

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## Publisher

To Be Announced – the editors are in discussions with a leading academic publisher

## Timeline and Deadlines

- Call for proposals: October 1, 2020
- Receipt of proposals: November 30, 2020
- Announcements of selected chapters after review of proposals: December 15, 2020
- Receipt of full papers: April 30, 2021
- Review and revisions to be completed by August 31, 2021
- Preparation of manuscripts and handover to publisher by September 30, 2021

## Financial Implications for authors

There will be no financial implications for contributing authors. A free hard copy and a digital copy of the book are expected to be negotiated with the publisher. The Editors will bear any costs that may occur. Authors will also not receive any royalty from sales (if provided by the publisher to the Editors).

## References

- Baber, W. W., Sarata, M., & Tsukamoto, M. (2020). Business Model Innovation: A Japanese SME Driven to Full Digitalization by Corporate Philosophy. In A. Khare, H. Ishikura, & W. W. Baber (Eds.), *Transforming Japanese Business: Rising to the Digital Challenge* (pp. 91–104). Singapore: Springer Nature. [https://doi.org/10.1007/978-981-15-0327-6\\_7](https://doi.org/10.1007/978-981-15-0327-6_7)
- Chesbrough, H. (2010). Business model innovation: Opportunities and barriers. *Long Range Planning*, 43(2–3), 354–363. <https://doi.org/10.1016/j.lrp.2009.07.010>
- Foss, N. J., & Saebi, T. (2017). Fifteen Years of Research on Business Model Innovation: How Far Have We Come, and Where Should We Go? *Journal of Management*, 43(1), 200–227. <https://doi.org/10.1177/0149206316675927>

Gassmann, O., Frankenberger, K., & Sauer, R. (2016). Exploring the field of business model innovation: New theoretical perspectives. Cham: Springer Nature.

Wirtz, B. W. (2019). Digital Business Models. Cham: Springer International Publishing.  
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