

Call for papers. Exploring a changing view on organising value creation: Developing New Business Models

AUTEURS



Nikolay Dentchev,
*Vrije Universiteit Brussel,
Belgium*
KU Leuven, Belgium

Philippe Eiselein,
*Vrije Universiteit Brussel,
Belgium*

Abel Gonzalez Diaz,
*Vrije Universiteit Brussel,
Belgium*

Jan Jonker
*Radboud University
Nijmegen, Netherlands*

1. Background

This call for paper encourages submissions from participants to the New Business Models Conference in Graz Universität, Austria on 20-23 June 2017 (<http://new-business-models.uni-graz.at/en/>). Although participation in the conference is recommended, it is not a precondition for publication. The main topic of the conference is related to the “changing view on value creation.” Value has often been considered in the strict economic sense, although its reach, depth, implications and meaning spans also over social and environmental contexts. These latter perspectives have received increased attention in recent years, leading to new, multi-value propositions. Multi-value propositions, in turn, deliver outcomes on current challenging socio-environmental issues. In most cases, for multi-value propositions to work, new forms of organisations are conceived, which implies the rise of New Business Models (NBM). NBM challenge our understanding of existing business models, and drive us to dealing with multiple value creation processes, compared to their predecessors.

Examples of such NBMs are coming from social entrepreneurs’ organisations and efforts. These entrepreneurs incorporate a clear social mission to alleviate currently-left-undealt-with social problems, whilst pursuing entrepreneurial efforts in the traditional sense, i.e. pursuing economic objectives. Social entrepreneurial business models are often very complex, due not only to their specific mission, but also to the fact that these deal with problems others cannot solve, in settings others cannot survive in. Whilst the rising social and environmental need for such alternative ways is unfortunate, it creates a changing view on what value really constitutes, and as such indirectly entails a more elaborate and mature generation of business models.

2. Types of contributions solicited

For this issue, we welcome papers with a strong practical insight. Papers might come from practitioners and/or academics, and need to contain practical implications. Further, we solicit papers from a broad variety of methodologies (e.g. literature review, qualitative and quantitative research methods), as well as a broad variety of disciplines (e.g. entrepreneurship, environmental studies, management, etc.). Both conceptual and empirical papers are welcome for this issue (case studies, interviews, opinion pieces, etc.). Papers coming from all various topics of the Graz Conference are welcome.

3. Themes on New Business Models

The Conference on New Business Models covers a rather broad array of session themes, such as:

- Organising Business Models for the Circular Economy
- New Business Models, Sustainable Development and Corporate Strategic Management
- Managing Sustainability-Oriented Business Models: Frameworks, Tools, and Cases
- Business Models for Social Entrepreneurship
- Business Models in the Age of Digitalisation
- Circular Economy: What’s Society Got to Do with It?
- Crafting Regional Business Models
- Insights on Business Models from Young Academics
- When business models have to be explained in corporate reporting

Scholars and practitioners should elaborate and contribute, but not limit themselves, to the following research questions:

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- What are the barriers to the introduction and implementation of NBMs, in already-established firms as well as in newly-founded businesses?
- What are the similarities and differences between 'conventional' business models that have the primary objective of profit generation and the so-called 'new' business models that have the main objective of value creation and are based on different normative principles?
- What are the mechanisms that drive successful NBMs? What are the identifiable success factors of already-established, scaled-up NBMs that could be also transferred to other contexts or other types of organisations?
- What are potential motivations and incentives for various constituents to become part of such new ways of value creation and value sharing?
- How can already-established NBMs be scaled up? Which types of supporting mechanisms are needed in order to support scaling up processes that have the purpose of generating long-lasting effects and impacts?
- How can NBMs be protected in niches to provide them with time and space for their development?
- How are NBMs both solving and (potentially) creating new issues in the context of Sustainable Development?
- How should new governance forms and strategies for business models be explored and developed to reflect alternative normative and subjective values, particularly in inter-organisational, regional or even national or international contexts?

This list of themes and research questions is not exhaustive, although the call for papers follows the theme of the conference in a fitting manner.

4. Deadlines

Please keep in mind the following timeline of this SI:

Conference	20-23 June 2017
Extended abstract	1 July 2017
Full paper	1 October 2017
Publication	August 2018

We invite authors to submit their intention for contribution by means of an extended abstract of approximately 1200 words, no later than 1 July 2017 to the corresponding guest editor Philippe.Eiselein@vub.ac.be. After providing comments to the abstracts, we will expect full paper submission by 1 October 2017. We warmly encourage participants of the Second International Conference on New Business Models to submit their work, although participation in the conference is not required

for submission. Papers submitted will be subject to review, and after revision the papers selected will be published in the "Tijdschrift Accountancy & Bedrijfskunde" (a practitioner-oriented journal on accountancy and business management, based in Belgium).

We are looking forward to receiving your contribution!