

Business Model and Innovation Journal

Call for papers

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Aims and Scope

Numerical transformation, algorithmic management of actives, data monetization, proposals of new services and pursuits of a growing globalization have profoundly changed the paradigm of innovation which tends to evolve from an innovation based on the Product / Service to an Innovation driven by Business Models.

In recent years, business models have been the focus of substantial attention from both academics and practitioners. Since 1995, there have been at least 1,177 articles published in scientific journals (C Zott and all; 2011). Business models also have been the subject of a growing number of practitioner-oriented studies. As an example, Pedersen et al (2016) explored the relation between Business Model Innovation and other concepts such as Corporate Sustainability and Organizational Values.

According Fjelstad O. and Snow C. (2017), despite of this voluminous literature, business model research continues to be plagued with problems.

While there has been an explosion in the number of articles published, and an abundance of conference sessions and panels on the subject of business models, it appears that researchers (and practitioners) have yet to develop a common and widely accepted language that would allow researchers who examine the business model (Zott, C., Amit, R., & Massa, L. ; 2011).

While an innovation is often distinguished from an invention by the additional condition of successful market introduction, the actual way through which firms succeed in bringing an invention to the market is relatively unexplored (Teece, 2006; Chesbrough, 2007). This perennial question is still present as how” a firm should deploy a technology more advanced than its current one” (Wang and Seidle, 2017). While this issue is gaining increasing attention in the “mainstream” literature (Baden-Fuller et al., 2010), it is still underexplored in the field of sustainable innovation (Charter et al., 2008; Schaltegger et al., 2012; Tukker and Tischner, 2006).

Technology by itself has no single objective value. The economic value of a technology remains latent until it is commercialized in some way via a business model. The same technology commercialized in two different ways will yield two different returns. In some instances, an innovation can successfully employ a business model already familiar to the firm, while, other times, a company will have a business model that can make use of the technology via licensing. According Azar and Ciabuschi (2017), links between types of innovation and firms’ performance are not always so coherent. In still other cases, a mediocre technology pursued within a great business model may be more valuable than a great technology exploited via a mediocre business model though, a potential new technology may have no obvious business model, and in such cases technology managers must expand their perspectives to find an appropriate business model in order to be able to capture value from that technology (Chesbrough, H., 2010).

A business model has for purpose to elaborate: architecture for the product, service and information flows, including a description of the various business actors and their roles; a description of the potential benefits for the various business actors; and a description of the sources of revenues. Based on Coissard et al (2016), identify the stakeholders and clarify their expectations is key for the understanding of a Business model.

We propose to identify, characterize and analyze these transformations, their challenges, stakes and impacts, but also to apprehend the manufacture and diffusion of innovations in products and services, organizational processes, the structuring of markets, the logics of action in situations of uncertainty and in the development of new business models...

Innovation could be analyzed from several angles:

- Business models in innovative sectors (digital, telecom, networks, internet, biotechnologies....)
- Innovative business models of emerging sectors (social and solidarity economy, sustainable economy ...)
- Innovative business models of traditional sectors (uber, autolib ...)

Accepted articles, in English or French, (17 pages maximum) can cover all disciplines in the fields of management and economics, which are non-exclusive, which deal with innovation phenomena, new management practices and business models. Preference will be given to business analyzes and case studies

Important Dates

- First submission deadline: **31st of January, 2018**
- First round of review: 30th of March, 2018
- Second submission deadline: 30th of April, 2018
- Second round of review: 31th of May 2018
- Final decision: 30th of June, 2018

All submissions will go through the journal's standard peer-review process.

Accepted articles, in English or French, cover all disciplines in the field of management and economics, which are non-exclusive, which deal with innovation phenomena, new management practices and business models.

The papers are expected to be published online in the second semester of 2018.

For any further information, please use the information AUTORS GUIDE provided below!

References

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AUTORS GUIDE

You will find below instructions in order to for submit an article in the on-line journal: *Business Model and Innovation*.

Articles should be sent to *Business Model and Innovation* by e-mail to chantal.ammi@telecom-em.eu and patricia.baudier@devinci.fr using Word. They will then be reviewed by a reading committee composed of two reviewers who will evaluate them blindly. Papers should not exceed 25 pages including abstract and bibliography. Tables and figures are included in the body of the text, annexes are not allowed. In addition, it is advisable to limit the footnotes.

Structure of the paper:

Cover page should include following information:

- Title of the article (Time New Roman 16- Bold)
- Name(s) in uppercase (Time New Roman 14- Bold) followed by first name(s) in small caps (Time New Roman 14)
- Name of the Attachment institution (Time New Roman 14)
- Complete address of the institution (Time New Roman 14)
- e-mail address (Time New Roman 14, in italic)
- Phone number (Time New Roman 14)

In the case of several authors, the corresponding author in charge of relations with the journal must be clearly identified by an asterisk.

If the author wishes to mention acknowledgments, they must appear on the cover page.

Second page includes:

- The title in French (Time New Roman 16)
- Abstract in French (Title in bold and Time New Roman 14) followed by a short text of 800 signs max (Time New Roman 12)
- Key-words (Title in Bold in Time New Roman 14) 4 to 6 key-words maximum in French (Time New Roman 12).
- The title in English (Time New Roman 16)
- Abstract in English (Title in bold in Time New Roman 14) followed by a short text of 800 signs max (Time New Roman 12)
- Key-words (Title in Bold in Time New Roman 14) 4 to 6 key-words maximum in French (Time New Roman 12).

Page numbering should respect following model: I (Title Time New Roman 14 in Bold), I.1 (Time New Roma 12 in Bold), I.1.1 etc.

The title will be in Bold using Time New Roman 16. The titles of the abstract, introduction, conclusion and bibliography will be in Bold Time New Roman 14.

Bibliography:

Before submitting the article, the corresponding author should verify that all the references indicated in the article are mentioned in the bibliography. The authors will follow the APA standard (American Psychological Association).

For example:

Book Reference:

Author, year of publishing, title of the book, place of publishing, editor

Academic journals reference:

Author, year of publishing, title of the article, name of the review, pages of the article

Citation, seminar:

Author, year of publishing, title of the communication, name of the conference, place of the conference