

*Call for Papers*

**Advances in Strategic Management, Volume 32 (2015)**

***Business Models and Organizations***

**Volume Editors: Charles Baden-Fuller, Vincent Mangematin**

Deadline: May 15, 2014 (Expressions of interest and fast track papers October 15<sup>th</sup>, 2013)

Business models form a central element in understanding the world of business better and making a better business world, for they have both cognitive and economic dimensionality (Baden-Fuller and Morgan, 2010). Yet, despite the ubiquity of the use of the term we know very little about how business models can be classified, how new business models emerge that cope with new situations and new technologies, how the term business model is mobilized in organizations both cognitively and performatively. In addition, we still do not fully understand how we have to adapt and change our ideas of business models when confronting social and public sector enterprises.

- **How does the business model fit into strategy thinking?** The relationship between the concept of the business model and traditional strategy issues such as the resource based view, competitive advantage and value chains has been a major topic of discussion, without resolution, since Zott and Amit (2008). But the discussion needs extending and deepening. The business model concept stretches our notions of what is important and how things work, because it encompasses monetization mechanisms (Teece, 2010) and sensing customer needs (McGrath and MacMillan, 2000) – two issues traditionally under-explored in strategy discussions. This means that there is still much work to be done linking the idea of the business model to strategy concepts.
- **How does the business model act as a cognitive and performative instrument?** Business models assist managers in thinking about the world (Porac, Thomas and Baden-Fuller, 1989), and they can act as recipes (Sabatier, Rousselle and Mangematin, 2010), and they can assist firms in their actions (Dogonova and Eyquem Renault, 2009). We also know that existing business models can also act as straightjackets – hindering action (Gavetti and Tripas, 2000); but better understanding of the mechanisms is needed, as well as the boundary conditions for when they promote and when they hinder actions.
- **How do business models co-evolve with technologies?** Changes in technology influence business model design; and in turn business models influence technology development. Advances in the internet and ICT has made possible the multisided platform that connects many communities of users and suppliers in quite novel ways together with novel methods of monetization. But we need to know more about the technology trends and how these interactions work. Current discussions of business ecosystems give partial answers (Adner and Kapoor, 2010), and open up potential for more contributions.
- **What is special about social business models?** Socio-economic hybrid organizations that combine market and social welfare logics are of great importance: they typically pursue a social mission but rely on commercial activities to generate revenue and sustain their operations (Battilana and Dorado, 2010). Many questions arise conceptually and empirically about these business models and whether their organizations can develop and grow without drifting away from their social mission?

The above list is really a start to indicate the potential scope of the potential contributions. We invite papers from leading established scholars and from emerging scholars that tackle some dimension of this puzzle that push our knowledge forward – conceptually or empirically.

## **SUBMISSION TIMELINE**

Submissions are due by May 15, 2014. All submissions must represent original research not previously published elsewhere. Submissions will be subject to in-depth review. Authors that have already a well honed idea or completed piece on the business model agenda are invited to submit their outline or paper by October 15th 2015, to get an early response. We anticipate that at least a third of the special issue will be reserved for such early submissions. We also anticipate there will be a conference for authors to present their revised (provisionally accepted) papers at a conference in January 2015 (exact date/location TBD). The targeted publication date is July 2015.

For questions regarding the content of this *AiSM* volume, the editorial process, or to submit a paper, please contact the volume editors or the *AiSM* series editor:

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