

Business model innovation: New frontiers and perspectives

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Abstrak

There has been growing interest on business models among academics and practitioners in recent years, as business model describes how an organization creates, distributes and captures value and, therefore, can be considered the DNA of the organization. Recently, factors related to digital transformation, the vital role of sustainability and social aspects, along with an increasing globalization, have pushed towards radical transformations in business models.

This book aims to further our knowledge on business model innovation in new contexts of analysis and with new perspectives of investigation. Insights from business model innovation are presented from studies focusing on start-ups, small businesses and large businesses to provide a bigger picture on new dynamics connected to digital transformation, sustainability, new global relationships. As such, the scope is on new ways to create value, new components and dynamics (such as digitalization and sustainability) concerning the key elements of the business model (value creation, value configuration and value capture), and new relationships between actors that may foster business model innovation.

It represents a valuable resource for practitioners willing to innovate business models, academics aiming at finding new research lines, and students keen to learn more about business models.