

Business Models in the Digital World

Short Description of the Proposed Track

This track focuses on the fundamental change the digital world has brought about business models and entrepreneurship. The purpose is to theorize and contextualize the role of innovative information systems (IS) in this context (e.g. Hedman and Kalling 2003; Veit et al. 2014). Established organizations across all industries have been and are facing challenges and changes because of rapidly developing information and communications technology (ICT). More and more IT-based start-ups, such as Snapchat, Udacity, or Uber, emerge making use of the digital opportunities. Even the digital and ICT incumbents, such as Google or Amazon.com, need to constantly scrutinize and advance their business models in order to create new types of value for their customers and stay ahead of their competitors. In this regard, the business model concept has increasingly been gaining attention in IS research (e.g., Ojala, 2016, Veit et al., 2014).

With the aim to discuss the digitization in business models and entrepreneurship as one facet of socio-technological change, the track fits well with the ECIS 2018 conference theme "Beyond Digitization - Facets of Socio-Technical Change".

Submissions are encouraged from all theoretical and methodological perspectives drawing from IS, entrepreneurship, strategic management, and related disciplines. Authors must clearly outline why their study is new and interesting for IS research and practice.

Topics include but are not limited to:

- The use of the business model concept by ICT-driven firms
- Innovation of business models through ICT
- Digital transformation of matured company's business models
- Interrelationships of 'fit' between ICT, organization, business model, and performance
- Inertia in digitally transforming established business models
- The dark side of business models
- Industry-specific classification schemes of business models (e.g. social media business model types)
- Interplay of different business model components and their configuration (e.g. product-market fit: Value proposition and customer needs)
- Business model validation: Novel ICT-driven approaches to validate hypotheses about different business model components (e.g. A/B tests, lab and field experiments)
- Evaluation and simulation of new or existing business models
- Development of tools and languages for the description and simulation of business models
- Modeling the relationship between business models and business process models

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- Development and evaluation of new business models in the era of
 - Social media,
 - Sharing economy,
 - Internet of things,
 - Cloud computing and software-as-a-service
 - Crowdsourcing,
 - Big data analytics,
 - Platform-mediated services on two-sided/many-sided markets,
 - Electronic payments (e.g. Google Wallet), currencies (e.g. Bitcoin) and technologies (e.g. mobile, social, ...).

References

Hedman, J. & Kalling, T. (2003) The business model concept: theoretical underpinnings and empirical illustrations. *European Journal of Information Systems*, 12, 49-59.

Ojala, Arto. "Business models and opportunity creation: How IT entrepreneurs create and develop business models under uncertainty." *Information Systems Journal* (2015).

Veit, D., Clemons, E., Benlian, A., et al. (2014) Business models – an information systems research agenda. *Business & Information Systems Engineering*, 6, 45-53.

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	Short Biography	Steffi Haag is assistant professor in the Field of Information Systems, especially Electronic Services, at Technische Universität (TU) Darmstadt, Germany. Her research focuses on shadow IS use, behavioural IS security, management of innovation and compliance, and cloud services. She served as associate editor for the ECIS 2016 "business models" track.

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	Short Biography	<p>Saonee Sarker is professor of IT at the McIntire School of Commerce, University of Virginia, Charlottesville, VA, USA. Her research interests include IT-enabled collaboration and co-creation, Green IT, cloud computing, and all forms of outsourcing and offshoring-related issues. Her publications have appeared in outlets such as MIS Quarterly; Information Systems Research; Journal of Management Information Systems; Journal of the Association of Information Systems; Decision Sciences; European Journal of Information Systems; Decision Support Systems; and Information Systems Journal, among others. Saonee also served as the principal investigator of a National Science Foundation grant awarded to study work-life balance in globally distributed software development teams and is the associate editor for Decision Sciences Journal and Communications of the AIS. She also serves as a senior editor for the MIS Quarterly.</p>
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	Short Biography	<p>Daniel Veit is a professor and chair of Information Systems and Management at the School for Business and Economics of University of Augsburg. His research focuses on the adoption of digital infrastructures, new business models and processes in enterprises and society and has been published in leading conferences of the information systems field and leading journals of the field.</p> <p>Daniel is associate editor for Information Systems Journal and a member of the editorial review board for the Journal of the AIS. In the past years, he served as track chair for different tracks at ECIS and ICIS as well as program chair for ECIS 2016 in Istanbul, Turkey. He initiated the Business Model track by launching a respective workshop at ECIS in Utrecht, Netherlands.</p>

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