



The 26th European Conference on Information Systems  
23 – 28 June 2018

Proposal for a Tutorial

<b>Title of the tutorial</b>
Business Model Innovation (BMI) with the help of Fractal Enterprise Model (FEM)
<b>Main Contact Details</b>
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<b>Organizers</b>
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<b>Theme of the tutorial</b>
<p><b>Motivation:</b> In the dynamic world of today, enterprises need to be innovative not only in the line of products and services they offer, but also in who they are and what they do, i.e. under which business models they operate. For example, in the future, a traditional manufacturing company may not be able to continue its business as usual, i.e. designing and manufacturing their own products, due to the emergence of mature 3-D printing. Instead, the company may need to change its business model, for example, becoming a designer while letting the customer 'print' the design in the place convenient for the customer, or becoming a manufacturer, providing the customer with a service to 'print' somebody else's design (having both alternative could do as well). This change could be more radical than adding a new product or service to the company's offerings.</p> <p>The tutorial introduces an approach to BMI based on a new type of enterprise models called Fractal Enterprise Model (FEM). The model connects enterprise's business processes with its assets revealing existing assets that can be used in a new business model. The participants will be learning the new approach by inventing a new business model for their own organizations.</p> <p>Main publications on the topic:</p> <p>Bider, I., Perjons, E., Elias, M., Johannesson, P.: A fractal enterprise model and its application for business development. <i>Software &amp; Systems Modeling</i> . On line: 2016, in print: 2017, Vol.16 (3), pp 663–689.</p> <p>Bider, I., Perjons, E.: Using a Fractal Enterprise Model for Business Model Innovation. In : <i>BPMDs 2017 RADAR</i>, CEUR Vol 1859, pp.20-29 (2017)</p>
<b>Format</b>
(e.g. paper session, panel, hands-on workshop, other) Half a day interactive tutorial that would be given according to the following plan: 1. Presentation of basics of FEM and how to use it for industry level BMI by tutorial instructors

<ol style="list-style-type: none"> <li>2. Attendees work on innovating a business model of their current company/organization (which might be an academic institution). Dependent on the number of participants, this can be done in groups. Instructors go around and help.</li> <li>3. Attendees present the results of their work to each other</li> <li>4. General discussion on the applicability of the approach to BMI.</li> </ol>
<b>Suitability to ECIS audience</b>
The topic is directly related to the following ECIS2018 tracks: 6. Business Models in the Digital World; 36: Enterprise Modelling; 5. Business Process Management; 34 Service Innovation, Engineering and Management
<b>Program committee members</b>
Not relevant
<b>Plan for publications</b>
(e.g. a journal special issue) Not relevant
<b>Target audience and expected attendance</b>
(historical data may help here)  Academics and practitioners who are interested in innovation in general and Business Model Innovation (BMI) in particular, Enterprise Modelling and Business Process Management.  We expect to attract about 15 participants, and expect to get help from the local conference organizers to attract practitioners to attend.  As far as academics are concerned, several papers on the topic of FEM and BMI with FEM were presented at IS-related research conferences starting from 2012, which were received with interest; also one journal paper has been published. The ideas was presented to and accepted by management consultants in Sweden and UK. Also, one short presentation has been given to the practitioners attending a course in business transformation given by professional educators. The presentation was received with interest and and a lively discussion followed.
<b>Tutorial schedule</b>
date of the tutorial: 25/6 2018
<b>Special equipment needed</b>
(projector and a screen) projector + screen + white board + flip chart stand + flip chart paper + white board markers
<b>Prior experience of the proposers in workshops and tutorials organisation</b>
Dr. Ilia Bider's experience in giving tutorials at research conferences: ER (International Conference on Conceptual Modelling) 2002 & 2016 ICES (International Conference on Enterprise Information Systems) 2002 & 2016  Dr. Ilia Bider's experience in organizing workshops at research conferences: Cofounder of BPMDS (Business Process Modelling, Development and Support) workshops series. Started in 1998, now it is a working conference permanently attached to CAiSE. Cofounder of and chair for STPIS workshops series (Socio-Technical Perspective in IS) attached to CAiSE. 4 <sup>th</sup> edition is under preparation for 2018 Cofounder of and chair for AdaptiveCM workshop series (Adaptive Case Management and other Non-workflow approaches to BPM). 5 workshops have been held attached to EDOC and BPM conferences. The sixth workshop is planned for 2018 in conjunction to EDOC 2018 in Stockholm.