




Number	T - 03		
Name	Business Models in a Digitized World		
Co-Chairs			
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	http://www.ise.tu-darmstadt.de	http://www.cbs.dk/en/research/departments-and-centres/department-of-it-management/staff/jhitm	http://people.aalto.fi/virpi.tuunainen
Descriptor	<p>Rapid developments in ICT and digitization have brought about tremendous changes to existing firms practically in all traditional industries, including retail, travel, and manufacturing, to name a few. The digital and ICT incumbents, such as Amazon.com and Apple, also need to constantly re-evaluate and develop their business models in order to stay ahead of the competition. Furthermore, ICT and digitalization have also provided new opportunities to digital startups such as Etsy and Spotify, as well as new e-commerce enterprises such as Zappos or Zalando. The purpose of this track is to explore new ways of theorizing and contextualizing IS in this digitized world using the business model concept (e.g. Hedman and Kalling 2003; Veit et al. 2014).</p> <p>This track aligns well with the ECIS2016 conference theme "Information Systems as a Global Gateway" since business model thinking connects and unites various disciplines, theoretical lenses and methodological approaches. Full research paper and research-in-progress paper submissions are encouraged from all theoretical and methodological perspectives drawing from IS, entrepreneurship, strategic management and related disciplines.</p> <p>Topics include but are not limited to:</p> <ul style="list-style-type: none"> • The use of the business model concept by ICT-driven firms • Innovation of business models through ICT • Interrelationships of 'fit' between ICT, organization, business model, and performance • 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 • Development and evaluation of new business models in the era of <ul style="list-style-type: none"> – social media, – sharing economy, – smartphones, – platform-mediated services on two-sided/many-sided markets, – crowdsourcing, – electronic payments (e.g. Google Wallet), currencies (e.g. Bitcoin) and technologies (e.g. mobile, social, ...), 		

	<ul style="list-style-type: none">- open data,- big data analytics,- cloud computing and software-as-a-service• Digital transformation of business models<ul style="list-style-type: none">- from online to mobile world- from traditional to multichannel/omnichannel world- from on-premise to cloud products and services
Track Associate Editors	List of Track Associate Editors