Track 5: Business Models and Entrepreneurship Research in IS

Track Chairs

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Description

The purpose of this track is to explore new ways of seeing and theorizing Information Systems (IS) in a digitized world using business model and entrepreneurial perspectives. Rapid developments in information technology (IT) and digitization have fostered challenges and changes to existing firms and have provided new opportunities to IT-driven startups such as Google, Facebook or Soundcloud. These young and up-and-coming firms are driving innovation and changing the economic landscape by creating new industries and markets as well as changing the existing ones. They are creating new types of value for their customers in many cases by leveraging large amounts of gathered data, enabling them to attract an increasing number of customers on a daily basis. However, despite these successes, they often struggle to create profitable business logics (e.g. Twitter). In this realm, the business model concept has rapidly been gaining attention in IS and management research since it has the potential to generate understanding of current and emerging digitized and data-centric businesses, enabling the analysis and design of successful business logics.

This track is seeking to foster the discussion around the topics of digital entrepreneurship as well as business models and the contributions they might bring to the understanding of IT-driven entrepreneurship and the IS discipline in a digitized world. Hence, it answers the call to deeply understand the “marriage” of IT and innovative new ventures. It thereby explores the
new chances and challenges brought up through digitization from an entrepreneurial business model perspective.

**Topics of Interest**

Submissions are encouraged from all theoretical and methodological perspectives, and from scholars in IS, strategic management, and related disciplines are invited to participate in this ongoing discussion. Authors must clearly outline why their study is new and interesting for IS research and practice. It is required that submitted articles break new ground and significantly contribute to or extend the existing IS literature. Potential topics for submission include but are not limited to:

- Behavioral research on business models in IS contexts
- The use of the business model concept by IT-driven startups
- Development and evaluation of new business models in the era of social media, smartphones, and online services
- Transformation of business models from an online to a mobile world
- Evaluation and simulation of new or existing business models
- Data-centric and open 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. internal vs external business models)
- Tools and languages for the description and simulation of business models
- Impacts of new developments in IT on business models
- Innovation of business models through IT
- Understanding the business model changes of software companies switching from on premise to cloud products and services
- Interrelationships of ‘fit’ between IT, organization, business model, and performance
- The decision and strategy making in IT startups
- The impacts of management team IT education in entrepreneurial ventures
- IT adoption in startups
- Financing and Crowdfunding of IT startups

**Sponsorship**

The best 2-3 papers of this track will be nominated for publication consideration to the Journal of the Association for Information Systems (JAIS).

**Associate Editors**

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