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Business Model—the Perspective of Systems Thinking and Innovation

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Deadline for manuscript
submissions:

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Message from the Guest Editors

Dear Colleagues,

The business model concept has gained a prominent position both in academia and elsewhere, beginning with the commercialization of the Internet over 30 years ago. However, in spite of its long track record, it has not been theorized that much. Many and various theories, indeed, underpin different elements that go into business modelling, but the concept and modelling approaches as such have seldom been subject to more general theorizing.

Theory on complex systems could be, and has been, suggested as an avenue for a common theoretical grounding for business modelling research. The *Systems* journal calls for paper that aims to contribute to theories that can underpin and help in strengthening the business model concept. We especially encourage the submission of papers that take their pint of departure in theory on complex systems. However, other theoretical foundations are also welcome, such as the trend to apply theories on innovation to business model innovation.

Papers that discuss how to theorize the business model concept, as well as papers using a theorized model to analyze empirical evidence, including cases, are solicited.



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Special Issue



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Message from the Editor-in-Chief

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