

Business Model Innovation from an Open Systems Perspective: Structural Challenges and Managerial Solutions

Dr. Christian Sandström

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1.00 - 2.00pm

12th Floor Boardroom

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Abstract

There is an emerging consensus that business models are systemic and transcend firm boundaries. Yet, existing research on barriers to business model innovation focus almost exclusively on intra-firm factors such as capabilities, cognition and leadership. To remedy this situation, we review a number of relevant literatures related to organizations as open systems and develop a series of testable propositions that point to a number of structural challenges and managerial solutions concerning the management of business model innovation. In particular, we argue that the systemic and boundary-spanning nature of business models imply that firms are forced to act under conditions of interdependence and restricted freedom, as they do not maintain an executive control over their surrounding network. Therefore, suitable managerial solutions should include the development of shared knowledge, trustworthy appropriability regimes, stable actor networks and the alignment of heterogeneous interests.

Presenter

Dr. Christian Sandström is currently a postdoctoral researcher at Chalmers University of Technology and the Ratio Institute, both in Sweden. He is a visiting scholar at Victoria Management School during autumn 2012, where he is also in charge of the course Organisational Innovation and Change. Sandström wrote his PhD thesis on technological discontinuities and the challenges they imply for established firms. In 2011, he received a three year scholarship for postdoctoral research from the Jan Wallander and Tom Hedelius foundation in Sweden.

ALL WELCOME

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