

Call for Contributions

New Business Models in a Decade of Action:
Sustainable, Evidence-based, Impactful

6th International Conference on New Business Models

9-11 June 2021 | hosted online by Halmstad University, Sweden

It is no doubt that humanity faces many uncertainties to wellbeing and prosperity from growing worldwide challenges. The Sustainable Development Goals (SDGs) by the United Nations (UN) are a blueprint intended to guide the global efforts towards achieving a better and more sustainable future for all. Yet, five years after the SDGs were adopted by all UN Member States, the progress towards the urgently needed radical social and economic transformation is far from advancing at the speed or scale required. Thus, at the beginning of 2020 UN announced the Decade of Action for accelerating sustainable solutions to all the world's biggest challenges by mobilizing more governments, civil society, businesses and calling on all people to make these Global Goals their own.

On that background, after completing the first series of five conferences on new business models (NBM@Toulouse 2016; NBM@Graz 2017; NBM@Sofia 2018; NBM@Berlin 2019; NBM@Nijmegen 2020), we have learned a lot about the development and implementation of “business models for sustainability” (Schaltegger et al., 2016) or “new business models” (Jonker, 2016) contributing to ecological, social, and economic value creation. At NBM@ Nijmegen (2020) once more it became clear that we, as a research community, have advanced business models for sustainability as a scholarly field and accumulated a significant body of knowledge over the last couple of years. However, one question still seems insufficiently tackled – how to accelerate the practical implementation of this body of knowledge in different contexts to enable all kinds of organizations to undertake business model innovation for sustainability, in a transdisciplinary setting involving multiple stakeholders for transition towards a future-fit society? Thus, the 6th International Conference on New Business Models focuses on business model innovation for the SDGs. In particular, we aim to provoke interesting conversations on sustainable, evidence-based and impactful

business models, linking research and practice, to uncover when, how, and why new business models are enacted and who becomes involved in various sets of contexts which might be either taken for granted or not familiar.

Along with the parallel tracks of academic papers, the program will include plenary talks and debates on how we can better enable impactful business models for sustainability in practice.

Themes and Topics

The 6th International Conference on New Business Models will continue to explore relevant themes and topics building on the insights from previous conferences:

- **Theme 1: Exploring the system level.** Topics in this theme are, for example, business models for circular economy; new business models and sustainable transitions; ecosystem emergence and new business models; the natural ecosystem services and new business models.

- *Track 1.1: Developing Collective Business Models enabling Social and Economic Transition, Track chair: Jan Jonker*

Transitions have a fundamental impact on the traditional way business operates and leads to changes in the business proposition and – model. In this track, we link transition management and the development of collaborative business models as a means for a transition towards sustainability.

- *Track 1.2: Ecosystems in Support of Sustainability, Track chairs: Nikolay Dentchev, Abel Diaz Gonzalez*

Ecosystem thinking provides insights on how different stakeholders can be aligned, interact and collaborate to gain competitive advantage, boost innovation and increase business productivity. This session focuses the discussion on how to build supportive ecosystems for the new business models, including their new challenges in light of the pandemic. Papers from the different methodological background are welcome, including literature reviews, theoretical-, conceptual- and empirical papers.

- *Track 1.3: Fostering Mutually Nourishing Collaboration for Transformative Change, Track chairs: Eugenia Perez Vico, Marie Ahlgren*

To accelerate the practical implementation of knowledge on new business models, scholars need to engage with various types of stake holders. However, such engagement requires time and efforts to build up mutual understanding and trust and may have implications for dependencies and appropriation of knowledge that may present challenges for the public good character of research and education. This session will explore forms of engagement and conditions for fostering mutually nurturing collaborations with practitioners to accelerate knowledge development and implementation on new business models, without compromising long-term academic endeavors.

- *Track 1.4: Business Models for the Circular Economy, Track chairs: Niels Faber, Jan Jonker, Abhishek Agarwal*

In the sixth episode of this track, once more we like to explore the consequences of the circular economy thinking on business models for the future, particularly with regards to (1) organising for circularity, (2) circular strategy development, and (3) embedding inclusivity into these business models.

- *Track 1.5: Natural Ecosystem Services as Enablers for the Transition to Sustainable Business Models, Track chairs: Anna Hansson, Niklas Karlsson, Marie Mattsson*

This track aims at exploring how to support and facilitate sustainable value creation through preservation, regeneration, and processing of services provided from natural ecosystems.

- **Theme 2: Exploring the sectoral and organizational levels.** Topics in this theme are, for example, tools and frameworks for business modeling and experimentation for sustainability; SDGs as framework for business activities; new business models in times of crisis; cooperative business models; new business models and corporate strategic management; new business models and governance.

- *Track 2.1: Corporate Strategic Management and Sustainable and New Business Models, Track chairs: Romana Rauter, Yuliya Snihur*

The building of sustainable and scalable business models rests upon strategic management decision-making within the firm, as does the subsequent management of the business model portfolio. In this context, this track focusses on exploring the linkages between a corporate's strategic management and sustainable and new business models. We welcome conceptual and empirical papers delivering novel insights on this topic

- *Track 2.2: Design Thinking, Actor Engagement, and Legitimation in the Context of Circular Business Model Innovation, Track chairs: Francesca Ostuzzi, Katrien Verleye, Fatima Khitous*

This track aims to explore how the concepts of design thinking, actor engagement, and legitimation advance business model innovation in the context of a circular economy. This track welcomes scholars from different disciplines, and it is open to conceptual and empirical papers that relate different topics like co-creation, design practices, legitimation mechanisms, engagement strategies, systems thinking, cybernetics, trust, collaboration, and self-sustainability to the circular business model innovation.

- *Track 2.3: Entrepreneurship and Sustainable Business Models, Track chair: Jonas Gabrielsson*

This track seeks to advance research on sustainable business model by exploring its connection to the scholarly field of entrepreneurship. The track addresses this connection by linking the concept of sustainable business models to issues such as entrepreneurial cognition, opportunity creation/discovery/development, and new venture outcomes such as survival and growth.

- *Track 2.4: New Business Models in Times of Crisis, Track chairs: Jaione Ganzarain Epelde, Urtzi Uribetxebarria Andres, Ion Iriarte Azpiazu*

Crises are source of profound human loss, tragedy and agony and as such they give rise to events that pose threats to organizations. In this context, resilient structures (sectoral, organizational, group) based on new frameworks, fostering multi-stakeholder cooperation and innovative capacity, might become a sustainable competitive advantage. Thus, this track welcomes studies on new business models or sustainable business practices in time of crisis which reveal different practices to ensure resilience on multiple levels (e.g. individual level employee well-being, team level innovation absorption capacity, organizational level social responsibility, firm level financial performance).

- *Track 2.5: Data-driven Business Models for Sustainability in Emerging Fields, Track chairs: Magnus Holmén, Lauri Paavola, Maya Hoveskog*

This track aims to explore how data-driven business models shape the overall ecosystem value propositions for sustainability. For mature industries and technologies this is often problematic as they are characterized by lock-in to existing business models and industrial structures. This can be addressed by new data-driven solutions and business models. One practical illustration is the presumed emergence of autonomous, connected, electric shared vehicles (ACES). This track intends to empirically analyze and conceptualize the emergence of the overall ecosystem value propositions for sustainability as well as the structure of such areas. The track is focusing on, but not limited to, the interplay between products and service vs. data-driven business models for sustainability and ecosystem; data acquisition strategy and new business models; the role of digital platforms for sustainable business model innovation; methods for developing sustainable, data-driven business models and ecosystems.

- *Track 2.6: Business Model Experimentation for Sustainability, Track chairs: Nancy Bocken, Lars Jacob Tynes Pedersen, Sveinung Jørgensen, Jan Konietzko, Marc Dijk, Ilka Weissbrod, Maria Antikainen*

The track explores the topic of “Business model experimentation for sustainability”. The aim of experimentation is to put forward and accelerate novel and impactful solutions. Track sub-themes relate to the following aspects of business model experimentation: the process, impacts, and ethics and biases in experimentation.

- *Track 2.7: New Business Models in an International Context, Track chairs: Svante Andersson, Petri Ahokangas*

Most business model literature does not deal in which countries business models’ value creating, delivering and capturing activities are localized. Especially for new international firms’ localization decisions are important as these firms must deal with liabilities if newness, smallness, foreignness. Thus, this track aims at attracting scholars to discuss their current research on sustainable business models in an international context.

Theme 3: Exploring organizational impact. Topics in this theme are, for example, sustainable business model patterns; evidence-based business models; strategic impact measurement.

- *Track 3.1: Assessing and Managing the Sustainability Performance of Business Models, Track chairs: Florian Lüdeke-Freund, Romana Rauter*

Assessing and managing the sustainability performance of business models requires exploring and integrating various topics and concepts (e.g. business model, systems level approaches) as well as tools and metrics (e.g. from fields such as sustainability reporting and accounting, life cycle assessment). This track is open to conceptual and empirical papers that integrate the notions of business model and sustainability performance in new and convincing ways.

- *Track 3.2: Sustainable Business Model Patterns for a Decade of Action, Track chairs: Florian Lüdeke-Freund, Tobias Froese*

This track explores the status quo and future avenues for research on business model pattern typologies, taxonomies, and languages. This involves consolidating the available knowledge about business model patterns with the potential to contribute to the UN SDGs in a Decade of Action. We are therefore specifically interested in studies on ‘patterns in action,’ i.e. how and under what conditions business model patterns can serve as practical tools for organisational design. Submissions to this track must have an explicit link to pattern theory.

- **Theme 4: Exploring theoretical and methodological foundations.** Topics in this theme are, for example, intellectual roots of new business models research; innovative methodological approaches for new business model research. Confirmed tracks so far are:

- *Track 4.1: Theoretical and Intellectual Roots of Business Model Research, Track chair: Jonas Gabrielsson*

This track seeks to historicize business model research by exploring its intellectual roots and examining classic works that serve as theoretical building blocks for contemporary approaches and models. The track welcomes a wide range of methodological approaches; from meta-analytical reviews and bibliometric studies to biographical reviews and life histories of pioneering scholars.

- *Track 4.2: Ethnographic Research and New Business Models, Track chair: Sarah Pink*

This track seeks to bring together researchers and scholars who are engaging in ethnographic research in relation to processes of business model innovation for sustainability. The aim is to generate new discussions within the field of new business models and engage a community of researchers who are interested in sharing, exploring and expanding innovative methodological approaches in this field.

Keynote speakers

Confirmed keynote speakers so far are: Peter Wells (Cardiff University, UK); Thomas Ritter (Copenhagen Business School, Denmark); Mats Alvesson (Lund University, Sweden).

Doctoral workshop

A new feature of the NBM@Halmstad 2021 conference is to offer a pre-conference, half-day doctoral workshop. The doctoral workshop is intended for students who work on new business models-related topics and are at different stages in their PhD studies process. The objective of the workshop is to support doctoral students as they shape their dissertations. Students will have opportunities to discuss their work in small groups with senior faculty and peers, to meet and interact with future colleagues, and to enhance their overall development. The workshop will be held online on 9 June before lunch.

Special Issues of Academic Journals

As each year, several journals will be invited, enabling the dissemination of conference contributions in Special Issues. For NBM @ Halmstad 2021, see our website for the most updated information about available special issues.

Conference dates:

- 9 June – doctoral workshop
- 9 June – registration, welcome addresses and tracks
- 10 June – keynote speeches, tracks
- 11 June- keynote speeches, tracks

Preliminary key dates:

Call for Contributions	July 2020
Submission of Abstracts	January 31, 2021
Notification of Authors	March 5, 2021
Submission of Revised Abstracts or Short Papers	April 23, 2021
Registration and Payment Deadline	April 30, 2021
Digital Proceedings Ready	June 9, 2021
Doctoral Workshop available)	June 9, 2021 (separate key dates available)
Conference Sessions	June 9 & 11, 2021

Submissions

We are looking for contributions that bridge disciplinary boundaries as a means of tackling the systemic and complex nature of the grand challenges on one hand, and business models for sustainability on the other. Extended paper abstracts of 700-1200 words are to be submitted no later

than 31th January 2021. Aligned with the tradition of the NBM conference, the types of submissions include, but are not limited to:

- Theoretical, conceptual, and empirical papers
- Experimental research
- Literature and practice reviews
- Single, multiple, large-sample case studies
- Qualitative, quantitative, mixed-methods research

We invite participants from various disciplines (e.g., management, entrepreneurship, innovation, environmental studies, organization studies, transition theory, design studies, change management, or policy studies) to address a broad variety of domains (e.g., energy, mobility, health, agriculture, food, finance, or retail) from a broad variety of perspectives (e.g., theoretical, conceptual, or empirical).

Authors are invited to address, but not limit themselves to, the following research questions:

- What can we learn from other disciplines for research on business models for sustainability?
- How can we use evidence-based approach for research and practice on business models for sustainability?
- How can business models for sustainability contribute to, and go beyond, the realization of the SDGs?
- What is the role of business models for sustainability for accelerating societal change?
- How do business models for sustainability and ecosystems co-evolve?
- How can the usability and efficiency of the available tools, methods and frameworks for business model innovation for sustainability be measured?
- How do business models for sustainability realize impact?
- How can the impact of business models for sustainability be measured and reported?
- How can the practical implementation of business models for sustainability theories, frameworks and tools be accelerated in different contexts?
- How do policy and other institutional changes drive business model innovation for sustainability?
- What are the emergent trends in the research and practice on business models innovation for sustainability?

Participants are kindly invited to **submit their contribution** to one or several of the available tracks.

NBM@Halmstad 2021 is hosted online by the Center for Innovation, Entrepreneurship and Learning research (CIEL), Halmstad University. The conference will take place online from 9th to 11th June 2021.

For any inquiries, please contact: nbm2021@hh.se

We are looking forward to your contributions and seeing you at NBM@Halmstad 2021!

Maya Hoveskog and Fawzi Halila, Conference Chairs

17 November 2020

References

- Jonker, J. (2016). *New Business Models, creating value together*. Doetinchem (NL): Our Common Future Foundation.
- Schaltegger, S., Lüdeke-Freund, F., Hansen, E.G. (2016). Business models for sustainability: Origins, present research, and future avenues. *Organization & Environment*, 29(1), 3-10.