

Chapter 2 Business Model Research Agenda Positioning

This book presents a systematic literature review of 156 published papers on business model innovation (BMI). The aim is to identify and integrate the different theoretical perspectives, analytical levels, and empirical contexts in order to deepen understanding of this complex phenomenon. The authors conduct an inductive thematic analysis based on an informal ontological classification that identifies 56 key themes. Within each theme, discussion focuses on thematic patterns, potential inconsistencies and debates, and future directions and opportunities for research. The book makes a number of significant contributions to the field. First, it offers a deeper understanding of the evolution of research on BMI through an ontological map that identifies the key thematic areas in the literature. Second, a multilevel model is developed that clarifies the concept of BMI by identifying its drivers, contingencies, and outcomes. Third, the authors identify clear and specific directions for further research and offer suggestions on research design, creating an informative road map for the future. The book will be of value both to scholars and researchers and to practitioners.

Engineering Innovation is an overview of the interconnected business and product development techniques needed to nurture the development of raw, emerging technologies into commercially viable products. This book relates Funding Strategies, Business Development, and Product Development to one another as an idea is refined to a validated concept, iteratively developed into a product, then produced for commercialization. Engineering Innovation also provides an introduction to business strategies and manufacturing techniques on a technical level designed to encourage passionate clinicians, academics, engineers and savvy entrepreneurs. Offers a comprehensive overview of the process of bringing new technology to market. Identifies a variety of technology management skill sets and management tools. Explores concept generation in conjunction with intellectual property development for early-stage companies. Explores Quality and Transfer-to-Manufacturing.

Digital transformation concepts have created new business principles such as the on-demand economy and a new sharing economy. While the on-demand economy has primarily grown out of industrialized economies, especially North America, Africa has been known to exhibit communal living characterized by sharing. Literature has shown that the introduction of ICTs to everyday life and business has redefined the concept of sharing and also evolved an entirely new spectrum of sharing – both in the individual and business settings. Alongside this new spectrum is a new disruptive business model known as the platform business model. While the subject continues to attract interest globally and locally, there is a need to deepen the understanding of this subject to validate global perspectives on platforms as economic drivers within the African context. Africa's Platforms and the Evolving Sharing Economy is an essential reference source that explores evidence-based platform dynamics and their impact on Africa as a continent leveraging technology for economic development. The book also delves into current data protection and privacy issues and the policies and regulations that could impact the design, deployment, and use of platforms for businesses. Featuring research on topics such as digital design, e-commerce, and enterprise information systems, this book is ideally designed for government officials, economists, business executives, managers, academicians, students, researchers, and global finance professionals.

"Andras Ócsai's book challenges the dominating business models and gives a convincing presentation of unusual business practices that are based on genuine ecological commitment. This book will be a stimulating reading for students, scholars and practitioners looking for a guide to an ecological responsible economy." --Ove Jakobsen, Professor and Director, Center for Ecological Economics and Ethics, Nord University, Norway This book investigates the value orientation of ecologically conscious business. It analyzes, in a systematic and comparative way, the value commitments and business models of exemplary ecologically conscious businesses from around the world. Ecological consciousness is gaining importance in modern business thinking, as the effects of the Anthropocene - acidification of oceans, diminishing potable water, climate change, and decreasing biodiversity - are becoming more evident. Surviving this ecological crisis requires a radical inner transformation of humanity, and an ecological transformation of business and the economy. This book is valuable reading for masters and Ph.D. students, as well as academics, business practitioners, and policymakers who are working in the field of business ethics, business and the natural environment, business and society, sustainability, and corporate social responsibility. It also serves as general reading for reflective practitioners who are interested in progressive, ecologically conscious businesses, ethical business functioning, and business model innovation. András Ócsai is an assistant professor at the Business Ethics Center at Corvinus University of Budapest, Hungary. Before joining Corvinus University of Budapest in 2010, he worked for several multinational companies and in the Hungarian public sector. His research interests include business ethics, ecological consciousness, Buddhist economics, and spirituality in business. He is a member of the European SPES Institute (Leuven, Belgium) and serves as the Hungarian national contact for Globethics.net (Geneva, Switzerland).

The most comprehensive, global guide to business model design and innovation for academic and business audiences. Business Model Innovation Strategy: Transformational Concepts and Tools for Entrepreneurial Leaders is centered on a timely, mission-critical strategic issue that both founders of new firms and senior managers of incumbent firms globally need to address as they reimagine their firms in the post COVID-19 world. The book, which draws on over 20 years of the authors collaborative theoretical and rigorous empirical research, has a pragmatic orientation and is filled with examples and illustrations from around the world. This action-oriented book provides leaders with a rigorous and detailed guide to the design and implementation of innovative, and scalable business models for their companies. Faculty and students can use Business Model Innovation Strategy as a textbook in undergraduate, MBA, and EMBA degree courses as well as in executive courses of various designs and lengths. The content of the book has been tested in both degree and non-degree courses at some of the world's leading business schools and has helped students and firm leaders to develop ground-breaking business

model innovations. This book will help you: Learn the basics of business model innovation ?including the latest developments in the field Learn how business model innovation presents new and profitable business opportunities in industries that were considered all but immune to attacks from newcomers Learn how to determine the viability of your current business model Explore new possibilities for value creation by redesigning your firm's business model Receive practical, step-by-step guidance on how to introduce business model innovation in your own company Become well-versed in an important area of business strategy and entrepreneurship Authors Amit and Zott anchored the book on their pioneering research and extensive scholarly and practitioner-oriented publications on the design, implementation, and performance implications of innovative business models. They are the most widely cited researchers in the field of business model innovation, and they teach at the top-ranked Wharton School of the University of Pennsylvania and the prestigious global business school IESE with campuses in Barcelona, Madrid, Munich, New York, and São Paulo.

This volume constitutes the proceedings of the 6th Working Conference on Practice-Driven Research on Enterprise Transformation (PRET), held in Utrecht, The Netherlands, on June 6, 2013, co-located with the Enterprise Transformation Track of the 21st European Conference on Information Systems (ECIS). Successful enterprises have well-defined managerial responsibilities and understandable project priorities and enable their processes to be sufficiently agile, even improvisational and continuously changing. They do not solely rely on only mechanistic or purely organic processes and structures, but see enterprise transformation as a combination of deliberate and organic change. This year's papers represent this hybrid view. Moreover, most of them are based on practical cases, which will further contribute to our understanding of enterprise transformation. The eight papers presented in this volume were allocated to tracks on: practical experiences with methods and techniques; cases in enterprise transformation; and enterprise architecture in practice.

The relevance of software business models has tremendously increased in recent years. Markus Schief explores opportunities to improve the management of these models. Based on a conceptual framework of software business model characteristics, he conducts large empirical studies to examine the current state of business models in the software industry. These data then serve as a foundation for statistical analyses of business models' impact on firm and M&A performance. Finally, the author develops a software business model management tool.

Scientific Publishing addresses the issue of business models in scientific publishing and how these relate to the research process (e.g. support or inhibit this process). The researcher is taken as the starting point for the considerations to arrive at a comprehensive description of the publishing process as an integral part of the research process. The properties of different business models are tested against this description, allowing an analysis of the advantages and disadvantages of these models in supporting the research process. Examines business models in scientific publishing and how these relate to the research process i.e. support or inhibit the process The researcher is taken as the starting point to provide a comprehensive description of the publishing process as an integral part of the research process The various scenarios for scientific publishing are discussed and the consequences for stakeholders, such as, Higher Education Institutions and Libraries

International businesses struggle to be competitive and influential at the global market level. With the new ideas in the management and leadership disciplines, hard skills are losing or are believed to be losing their strategic relevance while soft skills are praised and highly sought after. The Handbook of Research on International Business and Models for Global Purpose-Driven Companies, a pivotal reference source, provides vital research on international business management strategies and applications within internal organizations that allow companies to strategically position themselves for increased success in the global economy. While highlighting topics such as organizational culture, internal communication, and generational workforce, this publication explores leadership disciplines as well as the methods of handling multicultural organizations. This book is ideally designed for entrepreneurs, executives, managers, business professionals, human resource officials, researchers, academicians, and students.

As information systems used for research and educational purposes have become more complex, there has been an increase in the need for new computing architecture. High performance and cloud computing provide reliable and cost-effective information technology infrastructure that enhances research and educational processes. Handbook of Research on High Performance and Cloud Computing in Scientific Research and Education presents the applications of cloud computing in various settings, such as scientific research, education, e-learning, ubiquitous learning, and social computing. Providing various examples, practical solutions, and applications of high performance and cloud computing; this book is a useful reference for professionals and researchers discovering the applications of information and communication technologies in science and education, as well as scholars seeking insight on how modern technologies support scientific research.

This interpretative phenomenological research focuses on youth-led companies offering digital services to the agrofood sector in West Africa. Youth is considered as per the African Union definition: individuals aged between 15 and 35 years old. Our research questions were to understand the business models adopted by these start-ups; how their business models and business model innovation lead to business success; other key drivers that can support the achievement of success. With this study, we aim to contribute to the limited existing body of knowledge on this nascent but growing business field in West Africa. Though focused on West Africa, analyses go beyond and are of interest to any stakeholders interested in this subject in Africa in particular.

Since the beginning of time, running a business has involved using logic by which the business operates. This logic is called the business model in management science, which increasingly is focusing on issues surrounding business models. Research trends related to business models include value creation, value chain operationalization, and social and ecological aspects, as well as innovation and digital transformation. Business Models: Innovation, Digital Transformation, and Analytics examines how innovation, digital transformation, and the composition of value affect the existence and development of business models. The book starts by addressing the conceptual development of business models and by discussing the essence of innovation in those models. Chapters in the book investigate how: Business models can analyze digital transformation scenarios Individual business model elements effect selected performance measures as well as how the elements are significant for the enterprise value composition The environment effects the profitability of the high-growth enterprise business models Employer branding business models are perceived by the generation Z workforce To implement responsible business models in the enterprise Cyber risk is captured in business models Decision algorithms are important to business analytics This book is a compendium of knowledge about the use of

business models in the context of innovative activities, digital transformation, and value composition. It attempts to combine the theory and practice and offers a look at business models currently used in companies, especially high-growth enterprises, in various countries of the world and indicates the prospects for their development.

Organizations can use the valuable tool of data envelopment analysis (DEA) to make informed decisions on developing successful strategies, setting specific goals, and identifying underperforming activities to improve the output or outcome of performance measurement. The Handbook of Research on Strategic Performance Management and Measurement Using Data Envelopment Analysis highlights the advantages of using DEA as a tool to improve business performance and identify sources of inefficiency in public and private organizations. These recently developed theories and applications of DEA will be useful for policymakers, managers, and practitioners in the areas of sustainable development of our society including environment, agriculture, finance, and higher education sectors.

Information and communication technologies related to digital networks enable the continued rise of entrepreneurial business opportunities and inventive business models. E-Entrepreneurship and ICT Ventures: Strategy, Organization and Technology provides a unique and quintessential overview of the current state of conceptual and empirical research at the interface of e-business and entrepreneurship research. Contributing an enhanced understanding of the important interface of e-business and entrepreneurship, this reference publication brings together leading academics and practitioners from around the world, offering essential reading material for students, educators, managers, entrepreneurs, and political decision makers interested in applying and fostering e-business concepts in an entrepreneurial environment.

Although research on business model innovation is flourishing internationally, many important questions on the 'how', 'what', and 'when' of this process remain largely unanswered, particularly in regard to the role of top management. This book answers some of those pressing questions by taking a deliberately managerial perspective. Based on new and original findings derived from a survey among firms from various industries, and several case studies (including DSM, NXP Semiconductors, Randstad, and TomTom), the authors provide new insights into how and when managers can change a firm's business model. They turn their attention particularly to one key question: is it better to replicate existing models or develop new ones? Business model renewal is regarded as being especially vital in highly competitive environments. Nonetheless, whatever the environment, high levels of both replication and renewal will be key for a firm to succeed. The book looks at four levers that can be used by managers to innovate their business model: management itself, organizational structure, technology, and co-creation with external parties. It discusses the individual effects of these levers on business model replication and renewal. It also analyses specific combinations that strengthen business model innovation, including those which are technology oriented, internally oriented, externally oriented, and those which combine all of the levers in an integrated way.

The European Journal of Tourism Research is an academic journal in the field of tourism, published by Varna University of Management, Bulgaria. Its aim is to provide a platform for discussion of theoretical and empirical problems in tourism. Publications from all fields, connected with tourism such as tourism management, tourism marketing, sociology, psychology, tourism geography, political sciences, mathematics, tourism statistics, tourism anthropology, culture, information technologies in tourism and others are invited. The journal is open to all researchers. Young researchers and authors from Central and Eastern Europe are encouraged to submit their contributions. Regular Articles in the European Journal of Tourism Research should normally be between 4 000 and 20 000 words. Major research articles of between 10 000 and 20 000 are highly welcome. Longer or shorter papers will also be considered. The journal publishes also Research Notes of 1 500 – 2 000 words. Submitted papers must combine theoretical concepts with practical applications or empirical testing. The European Journal of Tourism Research includes also the following sections: Book Reviews, announcements for Conferences and Seminars, abstracts of successfully defended Doctoral Dissertations in Tourism, case studies of Tourism Best Practices. The European Journal of Tourism Research is published in three Volumes per year. The full text of the European Journal of Tourism Research is available in the following databases: EBSCO Hospitality and Tourism Complete CABI Leisure, Recreation and Tourism ProQuest Research Library Individual articles can be rented via journal's page at DeepDyve. The journal is indexed in Scopus and Thomson Reuters' Emerging Sources Citation Index. The editorial team welcomes your submissions to the European Journal of Tourism Research.

Business models are regarded as a main emerging topic in the management area for opportune science-driven practical conceptions and applications. They represent how organizations are proposed and planned, as well as how they establish a market and social relations, manage strategic resources, and make decisions. However, companies must produce new solutions for strategic sustainability, performance measurement, and overall managerial conditions for these business models to be implemented effectively. The Handbook of Research on Business Models in Modern Competitive Scenarios depicts how business models contribute to strategic competition in this new era of technological and social changes as well as how they are conceptualized, studied, designed, implemented, and in the end, how they can be improved. Featuring research on topics such as creating shared value, global scenarios, and organizational intelligence, this book provides pivotal information for scientific researchers, business decision makers, strategic planners, consultants, managers, and academicians.

The burning of fossil fuels and emission of greenhouse gasses critically impacts the global environment. By utilizing better techniques and process, businesses can aid in the journey to an economic, sustainable, and environmentally-friendly future for generations to come. Business Models for Renewable Energy Initiatives: Emerging Research and Opportunities is an essential reference source for the latest scholarly perspectives on present and future business models in the renewable energy sector. Featuring coverage on a range of perspectives and topics such as techno-economics, decentralized power systems, and risk assessment, this book is designed for academicians, students, and researchers seeking current scholarly research on green business opportunities for renewable energy.

Rooted in strategic management research, Business Model Innovation explores the concepts, tools, and techniques that enable organizations to gain and/or maintain a competitive advantage in the face of technological innovation, globalization, and an increasingly knowledge-intensive economy. Updated with all-new cases, this second edition of the must-have for those looking to grasp the fundamentals of business model innovation, explores the novel ways in which an organization can generate, deliver, and monetize benefits to customers.

Business model innovation is an important source of competitive advantage and corporate renewal. An increasing number of companies have to innovate their business models, not just because of competitive forces but also because of the ongoing change from product-based to service-based business models. Yet, business model innovation also involves organizational change process that challenges existing processes, structures and modes of control. This volume features thirteen chapters written by authorities on business model innovation. The specific angle, and the novel feature of this book, is to thoroughly examine the organizational dimension of business model innovation. Drawing on organizational theory and empirical observation, the contributors specifically highlight organizational design aspects of business model innovation, focusing on how reward systems, power distributions, routines and standard operating

procedures, the allocation of authority, and other aspects of organizational structure and control should be designed to support the business model the firm chooses. Also discussed is how existing organizational structures, capabilities, beliefs, cultures and so on influence the firm's ability to flexibly change to new business models.

The significance of managing end-to-end supply chains from one hand has been the subject of discussion for over ten years. Regina M. Neubauer provides an answer on how such a scenario might work by studying enterprises in the European logistics industry.

Georg Stampfl explores in detail the nature of business model innovation processes in established companies from the organizational and the individual perspective. He outlines when and why the process of business model innovation is started, how the process of business model innovation unfolds and what contributes to or inhibits success. Moreover, the author investigates how individuals discover new business models and how innovation teams collaborate in business model innovation projects. Based on these insights the author provides helpful guidelines on how companies can tackle the business model innovation challenge.

This book offers a strategic analysis of current and future perspectives of Foreign Direct Investment (FDI) inflows into the South East European media market. The author develops a hybrid FDI business model strategy to guide media companies wishing to more effectively position and leverage their media infrastructure within the increasingly globalized and expanding media market. By conducting sixteen comparative and exploratory case studies of the South East European media market, the author explores how specific microeconomic factors influence spillover effects, absorption capacities and investment incentives between local and foreign firms through FDI inflows. The book is directed towards researchers and students, as well as practitioners/professionals involved with media organizations.

The success of a business is largely determined by how adaptably it can facilitate innovative digital architectures and human-based resources. By redesigning this process, businesses have also changed their growth factors to incorporate a more service-driven ecosystem focused on a configuration of resources, talent, and technologies. *Business Reinvention for Ecosystem Value, Flexibility, and Empowerment: Emerging Research and Opportunities* provides a holistic view of how a business sets the proper mindset in light of a plethora of digital technologies, how to systematically choreograph the right components for the reinvention, and how to strategically undertake the change journey. The content within this publication examines human value, digital business, and strategic ecosystem. It is designed for academicians, corporate managers, executives, researchers, and students.

Place to Space is the essential e-business playbook that will give leaders the insight and confidence they need to operate successfully in both place and space. The book explains how traditional companies can adapt their bricks-and-mortar legacies to complement and bolster their online ventures. Based on extensive research into dozens of e-business initiatives, this book provides the first systematic, practical analysis of eight viable e-business models; an adaptable hybrid model for competing against online pure plays; and revolutionary schematic tools for analyzing current business models and evaluating promising new web initiatives. Through illuminating case studies of Lonely Planet, General Electric, CDNow, Reuters, and others, the authors show how each model works in practice--from how it makes money to the core competencies and critical factors required to implement it.

Modern economies depend on innovation in services for their future growth. Service innovation increasingly depends on information technology and digitization of information processes. Designing new services is a complex matter, since collaboration with other companies and organizations is necessary. Service innovation is directly related to business models that support these services, i.e. services can only be successful in the long run with a viable business model that creates value for its customers and providers. This book presents a theoretically grounded yet practical approach to designing viable business models for electronic services, including mobile ones, i.e. the STOF model and – based on it – the STOF method. The STOF model provides a ‘holistic’ view on business models with four interrelated perspectives, i.e., Service, Technology, Organization and Finance. It elaborates on critical design issues that ultimately shape the business model and drive its viability.

Today, firms all over the world have to deal with dynamic business environments. Fast-moving digitalization has made information more transparent, strengthening the role of the customer. At the same time, the provider can have a much closer relationship with the user, thanks to real-time communication. However, corporate practice does not have a process for developing dynamic business models, and user-centric business models that can be designed and changed using smart technologies have not yet been systematically integrated. To stay competitive, companies need to rise to this challenge. The aim of this dissertation was to develop a dynamic, user-centric process model for business model design and change, and to evaluate the model's ability to maintain a competitive advantage in the mobility sector. First, the differences between static, dynamic, and user-centric business models and their corresponding attributes were deduced. Then, these findings were combined into a process model using system dynamics logic. This model considers the user a co-creator of value and helps managers react to real-time changes in their business model environment. Finally, a mobility sector case study is presented to highlight the relevance of this model to real-world application. This business model cycle (BMC) supports the strategic management of dynamic, user-centric business model design and change activities. It describes a step by step procedure of business model design that includes ideation, prototyping, and integration of business model options. Moreover, it allows continuous monitoring of the business model environment and adaption of the model accordingly. At the same time, bidirectional interaction between the user and provider is possible, allowing the provider to adapt to their users' needs. The BMC is unique in that these processes can take place simultaneously. Finally, the real-world case study in the mobility sector confirmed that using the BMC for strategic management maintains a lasting competitive business advantage.

Environmental sustainability creates both tremendous business opportunities and formidable threats to established companies across virtually all industry sectors. Yet many companies tackle the issue in a superficial or passive way, rather than considering fundamental changes to their existing business models. By ignoring the opportunities of Green

Business Model Transformations, companies exclude themselves from a large variety of potential means to create economic value. In addition to ordinary product and process innovations, they can change “the rules of the game” within an industry towards environmental sustainability. Green Business Model Transformations, however, are challenging ventures: New, green business models with all their uncertainties and inherent complex systemic characteristics are difficult to design, assess, and implement successfully, particularly in the context of established companies that often entail complex structures and considerable inertia. As a result, there is a great need for guidance in management practice. This publication addresses this need with a general approach to Managing Green Business Model Transformations that is based on a broad theoretical foundation, illustrated by many real-world examples from various industry sectors.

Exploring the Field of Business Model Innovation New Theoretical Perspectives Springer

University start-ups are unique in the world of business and entrepreneurship, translating research conducted at and owned by universities into market-ready products--a complex process that requires a combination of scientific, technical, legal, business, and financial skills to be successful. Start-ups have the potential to generate revenue for universities, enhance faculty recruitment and retention, create jobs, and create investment opportunities for venture capitalists and entrepreneurs. Research to Revenue presents the first-ever comprehensive guide to understanding, starting, and managing university startups. By systematically describing the process of translating academic research into commercial enterprises, Don Rose and Cam Patterson give a thorough, process-oriented, and practical set of guidelines that cover not only best practices but also common--and avoidable--mistakes. They detail the key factors and components that contribute to a successful start-up, explain what makes university start-ups unique, delineate the steps of building and managing them, and describe how to foster and maintain start-ups at a university. Written for faculty and staff working on campus, tech-transfer officers, university administrators, and venture capitalists unfamiliar with university structures, Research to Revenue ensures that any reader unfamiliar with technology commercialization and entrepreneurship will understand the fundamentals of the process, including intellectual property rights, fund-raising, and business models. This work is an invaluable resource for the successful formation and well-managed operation of university start-ups.

The Network for Earthquake Engineering Simulation (NEES), administered by the National Science Foundation (NSF), is scheduled to become operational in 2004. These network sites will perform a range of experiments to test and validate complex computer models being developed to simulate the behavior of structures subjected to earthquakes. To assist in this effort, the NSF requested the National Research Council(NRC) to frame the major questions to be addressed by and to develop a long-term research agenda for NEES. Preventing Earthquake Disasters presents an overview of the grand challenge including six critical research problems making up that challenge. The report also provides an assessment of earthquake engineering research issues and the role of information technology in that research effort, and a research plan for NEES.

Presenting a broad literature review of scholarly work in the area of Business Model Innovation, this new book analyses 50 management theories in the context of BMI to yield valuable new insights. Research on BMI is still in its infancy and has so far proved to be more than just a sub-discipline of strategy or innovation research. Exploring the field of Business Innovation demonstrates the importance of the discipline as a more specialized management research field and offers new understandings of this important subject. It presents ‘grand theories’ that will help researchers approach BMI through a different angle and describes business models as phenomena, enabling readers to understand their patterns and mechanisms. Reviewing the most important academic work on the subject over the last 15 years, the authors aim to open up the debate and inspire researchers to look at this phenomenon from new and different angles.

This book provides a rich overview and takes a closer look at the current state of theory and practice in the field of sustainable business models. The chapters in this book examine and analyze existing and new approaches towards sustainable business models and showcase the implementation of sustainable business through both quantitative and qualitative studies, including several case studies and many practical examples. It approaches these issues from the standpoints of diverse business disciplines to yield new insights and ideas that are relevant from both an academic and professional perspective. In its essence, the book examines how firms’ value creation processes can be driven by sustainability and social responsibility and how this impacts business and society. Readers will find a range of sustainable business models that have been employed and are being pioneered in various industries around the globe – which are thoroughly investigated and discussed, and put into a comprehensive conceptual framework.

This bestselling textbook has been fully updated, and provides readers with a comprehensive overview of methods for conducting business and management research. Highly visual, and written in a clear and accessible way, the book includes helpful learning features throughout, including learning goals at the start of each chapter, a research in action feature, examples, a Research Plan Canvas template and more. The content has been brought up-to-date with the inclusion of big data, predictive analytics and a dedicated chapter on machine learning.

Accompanying the book is a wealth of online resources to further enhance your learning experience, including: MCQs Video content Templates and data sets Glossary flashcards Additional case studies These can be accessed by students at study.sagepub.com/easterbysmith7e

This dissertation presents tool-supported process for designing Work by Following a Service-Dominant Logic. The tools supported by the design process are the following: The Service-Dominant Strategy Canvas, The Service-Dominant Business Model Radar, the Business Service Composition Blueprint and the Business Services Catalogue.

This volume constitutes the refereed proceedings of the 4th International Workshop on Grid Economics and Business Models held in August 2007. The twelve full papers are organized into topical sections covering grid business modeling, market mechanisms for the grid, and economic grid service provisioning. The proceedings are rounded off by six project reports that give an overview of current and ongoing research in grid economics.

The integration of recent technological advances into modern business processes has allowed for greater efficiency and productivity. However, while such improvements are immensely beneficial, the modeling and coordination of these activities offers a unique set of challenges that must be addressed. *Business Architectures for Risk Assessment and Strategic Planning: Emerging Research and Opportunities* is a pivotal reference source for the latest research findings on the utilization of business models and value propositions in modern enterprises. Featuring extensive coverage on relevant areas such as management information systems, business planning, and value analysis, this publication is an ideal resource for information system practitioners, universities and colleges, business managers, and advanced-level students seeking the latest research on achievements in this field.

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