



Business model innovation: a conceptual framework on how established companies innovate their business models based on dynamic capabilities, value, agility, and project management

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Resumo

Business model innovation (BMI) has arguably become a critical way to innovate, but its success factors are poorly understood (Rayna & Striukova, 2016b). Although business model innovation is receiving rising attention from scholars, the research field still lacks a comprehensive framework that supports managers in innovating their firms' business models (Frankenberger, Weiblen, Csik, & Gassmann, 2013). This paper proposes a conceptual framework of how the business model innovation process happens in established firms. Based on thorough scientific literature, the proposed framework results from articulating the theory related to the creation, configuration, and appropriation of value, dynamic capabilities, agility, and project management, bringing a more operational perspective on business model innovation.

Atenção

Para acesso ao artigo é necessário que seja associado e esteja logado no iANPAD.