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EXPLORING THE FIELD OF BUSINESS MODEL INNOVATION

New Theoretical
Perspectives

**Oliver Gassmann,
Karolin Frankenberger
and Roman Sauer**



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Oliver Gassmann • Karolin Frankenberger • Roman Sauer

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New Theoretical Perspectives

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PRAISE FOR *EXPLORING THE FIELD OF
BUSINESS MODEL INNOVATION*

“Professors Gassmann, Frankenberger and Sauer pack a great deal of important research into a surprisingly readable and compact format. This volume will be essential reading for academics working on the study of business model innovation. It will also be quite helpful for people in industry who seek a broader perspective as they search for ways to enhance an existing business model, or to disrupt an incumbent’s business model.”

Prof. Henry Chesbrough,
UC Berkeley

“This book fills a much needed gap: with great clarity Gassmann and Frankenberger explain that there are 7 ways that managers, students and researchers can utilize business models to think more clearly about business problems – and they provide a vivid illustration to make this come alive.”

Prof. Charles Baden-Fuller,
Cass Business School, London

“This book provides a comprehensive, perhaps even exhaustive, guide to the state of the art of business model research. If you want to get to grips with this important issue, Professor Gassmann’s new book tells you everything you need to know.”

Prof. Julian Birkinshaw,
London Business School

“This book is an outstanding and comprehensive piece of work regarding different schools of thought in business development and linking them with major theories. Where articles normally lack in the big picture, this books provides an astonishing easy way to understand current and future research in business modeling and help to find your own position.”

Prof. Ellen Enkel,
Chief Editor of R&D Management

“Without a doubt, the most comprehensive and well-researched survey of the literature on business models and business model innovation. A must read for anyone aiming to understand the origins, current state, and future prospects of this important and growing field of management research.”

Prof. Ramon Casadesus-Masanell,
Harvard Business School

“A comprehensive overview of the current state-of-the-art of the business model literature, and a useful primer on possible theoretical perspectives that could help push the boundaries of the field. Short and punchy – a great Business Model *Theory* Navigator!”

Prof. Christoph Zott,
IESE Business School

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CONTENTS

1	Introduction	1
	<i>Note</i>	4
	<i>Bibliography</i>	4
2	Leading Business Model Research: The Seven Schools of Thought	7
2.1	<i>Activity System School (IESE Business School and Wharton School of the University of Pennsylvania)</i>	8
2.2	<i>Process School (IAE Business School)</i>	10
2.3	<i>Cognitive School (Cass Business School)</i>	13
2.4	<i>Technology-Driven School (University of California, Berkeley)</i>	15
2.5	<i>Strategic Choice School (Harvard Business School)</i>	18
2.6	<i>Recombination School (University of St. Gallen)</i>	19
2.7	<i>Duality School (London Business School)</i>	22
2.8	<i>Case Study: Nespresso from the Perspective of the Seven Schools of Thought</i>	24
2.9	<i>Preliminary Discussion</i>	30
2.10	<i>Role of Theories for Explaining a Phenomenon</i>	39
	<i>Notes</i>	42
	<i>Bibliography</i>	42

3	Exploring the Role of Popular Management Theories for BMI Research	47
3.1	<i>Absorptive Capacity Theory</i>	47
3.2	<i>Administrative Behaviour Theory</i>	49
3.3	<i>Agency Theory</i> <i>(Principal-Agent Problem)</i>	50
3.4	<i>Behavioural Decision Theory</i>	50
3.5	<i>Managerial Cognition</i>	51
3.6	<i>Contingency Theory</i>	54
3.7	<i>Theory of Dynamic Capabilities</i>	55
3.8	<i>Evolutionism</i>	56
3.9	<i>Organizational Ambidexterity</i>	57
3.10	<i>General Systems Theory</i>	58
3.11	<i>Path Dependency Theory</i> <i>(Historical Institutionalism)</i>	59
3.12	<i>Institutional Theory</i>	59
3.13	<i>Knowledge-Based View of the Firm</i>	60
3.14	<i>Organizational Learning Theory</i>	60
3.15	<i>Resource-Based View of the Firm</i>	61
3.16	<i>Resource Dependency Theory</i>	62
3.17	<i>Social Capital Theory</i>	63
3.18	<i>Social Network Theory</i>	63
3.19	<i>Stakeholder Theory</i>	64
3.20	<i>Transaction Cost Theory</i>	65
	<i>Notes</i>	66
	<i>Bibliography</i>	67
4	Exploring Upcoming Theories for BMI Research: Enlightening the Dark Side of the Moon	77
4.1	<i>Theory of Argumentation</i>	78
4.2	<i>Attention-Based View</i>	78
4.3	<i>Chaos Theory</i>	80
4.4	<i>Competitive Imitation</i>	80
4.5	<i>Cognitive Dissonance Theory</i>	81
4.6	<i>Social Cognitive Theory</i>	82
4.7	<i>Theory of Constraints</i>	82
4.8	<i>Effectuation</i>	83
4.9	<i>Equity Theory</i>	84

4.10	<i>Experiential Learning Theory</i>	85
4.11	<i>Flow Theory</i>	85
4.12	<i>Game Theory</i>	86
4.13	<i>Garbage Can Theory</i>	86
4.14	<i>Theory of Illusion of Control</i>	87
4.15	<i>Information-Processing Theory</i>	87
4.16	<i>Language Action Perspective</i>	88
4.17	<i>Management Fashion Theory</i>	89
4.18	<i>New Institutionalism</i>	89
4.19	<i>Organizational Culture Theory</i>	90
4.20	<i>Organizational Information-Processing Theory</i>	90
4.21	<i>Portfolio Theory</i>	91
4.22	<i>Product Lifecycle Model</i>	91
4.23	<i>Prospect Theory</i>	92
4.24	<i>Punctuated Equilibrium Theory</i>	92
4.25	<i>Real Options Theory</i>	93
4.26	<i>Self-Efficacy Theory</i>	93
4.27	<i>Slack Theory</i>	94
4.28	<i>Social Exchange Theory</i>	94
4.29	<i>Structuration Theory</i>	95
4.30	<i>Transactive Memory Theory</i>	96
	<i>Notes</i>	96
	<i>Bibliography</i>	98
5	Conclusion: Opening up a New Debate on BMI	107
	<i>Bibliography</i>	111
	Index	113

LIST OF FIGURES

Fig. 2.1	Activity system perspective on business models as presented by the research group around Amit and Zott	9
Fig. 2.2	RCOV framework of the process school (Adapted from Demil and Lecocq (2010))	11
Fig. 2.3	Transferring the idea of ‘ideal types to study’ onto business models	14
Fig. 2.4	Business model components according to the Technology-driven school (Adapted from Chesbrough and Rosenbloom (2002, pp. 533–534))	16
Fig. 2.5	Perspective on business models as presented by the strategic choice school (Adapted from Casadesus-Masanell and Ricart (2010a))	18
Fig. 2.6	The ‘Magic Triangle’ of the recombination school	21
Fig. 2.7	Different strategies for managing dual business models (Adapted from Markides and Charitou (2004, p. 24))	23
Fig. 2.8	Classification of the seven schools of thought (qualitative)	38
Fig. 2.9	Theoretical anchoring of studies dealing with business innovation (BI) and business model innovation (BMI)	41

LIST OF TABLES

Table 2.1	Relation of the business model to strategy research	32
Table 2.2	Comparison of schools of thought on business models	33
Table 5.1	Management theories on the phenomenon	109

AUTHOR BIOGRAPHIES

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