

Digital Business Models, Disruption and Portfolios

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Research Interests:

Business Model Innovation and Design, Service Innovation and Engineering, and Strategy and Management

Abstract:

With the ongoing prominence of digital innovation and transformation, the opportunities and challenges of new business models are a prominent topic. I will first briefly introduce business models and digital innovation. Then I will address two specific types of business models gaining traction in the digital age: Data-driven business models and platform-ecosystem business models. Next I take the perspective of an incumbent, establish organization and ask how they can deal with new digital entrants with disruptive business models. This requires, amongst others, being able to manage a portfolio of business models with a mix of traditional and new business models. Throughout this talk I will provide examples of my research in these areas.