



NORDISK FÖRETAGSEKONOMISK FÖRENING • NORDIC ACADEMY OF MANAGEMENT



The 26th Nordic Academy of Management Conference
Bringing Research Together
24-26 August 2022
Örebro University School of Business, Sweden

Call for Papers

We invite you to submit your research to explore the theme of “*Bringing Research Together*” for the 26th biennial NFF Conference in Örebro. We are looking forward to receiving your submissions.

Track 8.2 – Toward the Business Model Paradigm

Corresponding Chair:

Petri Ahokangas, Oulu Business School, Finland (petri.ahokangas@oulu.fi)

Co-Chairs:

Minna Pikkarainen, Oulu Business School, Finland.

Timo Koivumäki, Oulu Business School, Finland.

Irina Atkova, Oulu Business School, Finland

Description:

Business model has become the new normal and reached “legitimacy” as a topic within entrepreneurship, management, strategic management, and technology management fields. Suchman (1995, p. 574) defined legitimacy as “generalized perception or assumption that the actions of an entity are desirable, proper, or appropriate within some socially constructed system of norms, values, beliefs, and definitions”. To date, leading scientific journals in these fields have published business model related papers representative to their specific focus or thematic approach. For example, “sustainable business models” have extensively been discussed in the *Journal of Cleaner Production and Organization & Environment*, strategic aspects of business models have been discussed in *Long Range Planning* and *Strategic Management Journal*, and the *Journal of Business Models* has provided a forum to explore business models in any context. Rather than bringing unity to the business model research, this assimilation of the business model to existing research streams may lead to ultimate fragmentation of the research on business models. The question arises, how to rejuvenate and where to direct the business model research as we go to the next decade of business model research.

We invite researchers to contribute to the advancement of the business model research by submitting papers that delve into various contexts and business model related phenomena from different perspectives and approaches. The research questions could cover, but are not limited, to such topics as:

- How

www.oru.se/NFF2022





The 26th Nordic Academy of Management Conference
Bringing Research Together
24-26 August 2022
Örebro University School of Business, Sweden

Can business model perspective provide a better explanation of firm performance and behaviour compared to the traditional strategic management theories?

How are elements of business model different when creating a business model for sustainability? How to innovate a business model to a greater sustainability?

How do the interdependences between the elements of a business model look like from the complexity theory perspective and what it implies for the business model innovation process?

How is business model shaped by the environmental changes and pressures?

How to measure the effectiveness and performance outcomes of a business model?

How can a business model perspective be applicable to public sector and non-profit organizations?

How novel and transformed business models gain legitimacy in different contexts?

How can a business model perspective be applicable to emerging new ways of working and new types of entrepreneurship?

- What

What are the negative impacts of open innovation on a business model?

What does a variety of different business model patterns mean?

What characterizes the relationship between business models and ecosystems?

- Why

- Why business model innovation fails or succeeds?

Keywords:

Business Model, Open Innovation, Innovation Ecosystems.

References:

Foss, N. J., & Saebi, T. (2018). Business models and business model innovation: Between wicked and paradigmatic problems. *Long Range Planning*, 51(1), 9-21.

Foss, N. J., & Saebi, T. (Eds.). (2015). *Business model innovation: The organizational dimension*. OUP Oxford.

Laasch, O. (2018). Beyond the purely commercial business model: Organizational value logics and the heterogeneity of sustainability business models. *Long Range Planning*, 51(1), 158-183.

Massa, L., Tucci, C. L., & Afuah, A. (2017). A critical assessment of business model research. *Academy of Management Annals*, 11(1), 73-104.

Nielsen, C., Lund, M., Montemari, M., Paolone, F., Massaro, M., & Dumay, J. (2018). *Business models: A research overview*. Routledge.

Suchman, M. C. (1995). Managing legitimacy: Strategic and institutional approaches. *Academy of management review*, 20(3), 571-610.

www.oru.se/NFF2022





NORDISK FÖRETAGSEKONOMISK FÖRENING • NORDIC ACADEMY OF MANAGEMENT



The 26th Nordic Academy of Management Conference
Bringing Research Together
24-26 August 2022
Örebro University School of Business, Sweden

Author guidelines:

Go to www.oru.se/NFF2022 for more information about how to submit a paper. The deadline for abstract submission is 31 January 2022. Full paper due: 20 June 2022.

We very much look forward to welcoming you in Örebro!

www.oru.se/NFF2022

