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Titolo	Exploring the Field of Business Model Innovation : New Theoretical Perspectives // by Oliver Gassmann, Karolin Frankenberger, Roman Sauer
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ISBN	3-319-41144-6
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Descrizione fisica	1 online resource (XVII, 118 p. 9 illus.)
Disciplina	658.514
Soggetti	Management Industrial management Leadership Innovation/Technology Management Business Strategy/Leadership
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Introduction -- Leading Business Model Research- The seven schools of thought -- Exploring the Role of Popular Management Theories for BMI Research -- Exploring Upcoming Theories for BMI Research- Enlightening the dark side of the moon -- Conclusion: Opening up a new debate on BMI.
Sommario/riassunto	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. Oliver Gassmann is a Senior Professor at the University of St. Gallen Switzerland, where he is also Director of the Institute of Technology Management. Karolin Frankenberger is an Assistant Professor at the Institute of Technology Management, University of St. Gallen, Switzerland, and head of the BMI-lab. Roman Sauer is a Research Associate at the Institute of Technology Management, University of St. Gallen, Switzerland, where he works as a consultant for the BMI lab. .

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