

05 - BUSINESS MODEL AND ENTREPRENEURSHIP RESEARCH IN IS  
(<https://aisel.aisnet.org/ECIS2014/PROCEEDINGS/TRACK05>)

(<https://aisel.aisnet.org>)

(<http://ais.site-ym.com/>)

## VALUE PROPOSITION FOR DIGITAL TECHNOLOGY INNOVATIONS OF UNCERTAIN MARKET POTENTIAL (<https://aisel.aisnet.org/cgi/viewcontent.cgi?article=1090&context=ecis2014>)

### Presenter Information

**Katerina Antonopoulou**, *Warwick University, Coventry, United Kingdom* ([https://aisel.aisnet.org/do/search/?q=bp\\_author\\_id%3A%22ba486863-c07d-4384-8d14-7a26a39d0f85%22%20OR%20%28author%3A%22Katerina%20Antonopoulou%22%20AND%20-bp\\_author\\_id%3A%5B%2A%20TO%20%2A%5D%29&start=0&context=509156](https://aisel.aisnet.org/do/search/?q=bp_author_id%3A%22ba486863-c07d-4384-8d14-7a26a39d0f85%22%20OR%20%28author%3A%22Katerina%20Antonopoulou%22%20AND%20-bp_author_id%3A%5B%2A%20TO%20%2A%5D%29&start=0&context=509156)) Follow (<https://network.bepress.com/api/follow/subscribe?user=NTZmN2VmOTNhMzBIMGEwMg%3D%3D&institution=NWQ1NzUyN2I3ZmY0OTU5NQ%3D%3D&format=html>)

**Joe Nandhakumar**, *Warwick University, Coventry, United Kingdom* ([https://aisel.aisnet.org/do/search/?q=bp\\_author\\_id%3A%22098bd924-14f5-4a94-978d-93fb800a9a11%22%20OR%20%28author%3A%22Joe%20Nandhakumar%22%20AND%20-bp\\_author\\_id%3A%5B%2A%20TO%20%2A%5D%29&start=0&context=509156](https://aisel.aisnet.org/do/search/?q=bp_author_id%3A%22098bd924-14f5-4a94-978d-93fb800a9a11%22%20OR%20%28author%3A%22Joe%20Nandhakumar%22%20AND%20-bp_author_id%3A%5B%2A%20TO%20%2A%5D%29&start=0&context=509156)) Follow (<https://network.bepress.com/api/follow/subscribe?user=NTRIYmVjNzZlOTNhM2E1ZA%3D%3D&institution=NWQ1NzUyN2I3ZmY0OTU5NQ%3D%3D&format=html>)

**Nikiforos Panourgias**, *University of Leicester, Leicester, United Kingdom* ([https://aisel.aisnet.org/do/search/?q=bp\\_author\\_id%3A%2200efdce5-3048-4c54-88bf-6accb3c17a7f%22%20OR%20%28author%3A%22Nikiforos%20Panourgias%22%20AND%20-bp\\_author\\_id%3A%5B%2A%20TO%20%2A%5D%29&start=0&context=509156](https://aisel.aisnet.org/do/search/?q=bp_author_id%3A%2200efdce5-3048-4c54-88bf-6accb3c17a7f%22%20OR%20%28author%3A%22Nikiforos%20Panourgias%22%20AND%20-bp_author_id%3A%5B%2A%20TO%20%2A%5D%29&start=0&context=509156)) Follow (<https://network.bepress.com/api/follow/subscribe?user=MWl5MDAyZTE4Y2UyNjYwYw%3D%3D&institution=NWQ1NzUyN2I3ZmY0OTU5NQ%3D%3D&format=html>)

### Paper Type

Complete Research Paper

### Description

In this paper we explore the notion of value proposition in relation to the features of digital technology innovations of uncertain market potential. Drawing on an empirical study of "serious games" development we focus on the interplay between the design features as they are being incorporated into the serious game and how these can be addressed through an emergent articulation of the value proposition that sheds light on the establishment of a business model. We draw on "pragmatics of justification" literature to develop an account of how the value, with not only economic/finance but also non-monetary notion, manifested in digital technologies, are justified in order to arrive at a value proposition. We argue that through mutual adjustment and reconciliation of each value element with the emerging value proposition, clarity and stability are brought to its constitution which are vital in the drawing-up of a business model in situations of high uncertainty. The research contributions we make are (a) theorizing how a value proposition is constituted, (b) introducing a new analytical approach to the study of value proposition drawing from the pragmatics of justification in the context of digital technology innovations' development with social, economic and technical notions. \

Download (<https://aisel.aisnet.org/cgi/viewcontent.cgi?article=1090&context=ecis2014>)

164 DOWNLOADS

Since June 07, 2014



PlumX Metrics ([https://plu.mx/plum/a/?repo\\_url=https://aisel.aisnet.org/ecis2014/proceedings/track05/3&theme=plum-](https://plu.mx/plum/a/?repo_url=https://aisel.aisnet.org/ecis2014/proceedings/track05/3&theme=plum-bigben-theme)

bigben-theme)

### Share

[Facebook](#) [LinkedIn](#) [WhatsApp](#) [Email](#)

We use cookies that are necessary to make our site work. We may also use additional cookies to analyze, improve, and personalize our content and your digital experience. You can manage your cookie preferences using the [Cookie settings \(#\)](#) link. For more information, see our [Cookie Policy](#) (<https://www.elsevier.com/legal/cookiepolicy>)

[Cookie settings](#)

Accept only necessary cookies

Accept all cookies