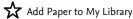
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Business Model Innovation: Creating Value in Times of Change

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Abstract

We highlight business model innovation as a way for general managers and entrepreneurs to create and appropriate value, especially in times of economic change. Business model innovation, which involves designing a modified or new activity system, relies on recombining the existing resources of a firm and its partners, and it does not require significant investments in R&D. We offer managers and researchers a conceptual primer on business model innovation, emphasizing the importance of system-level thinking.

Keywords: Business Model, Innovation, Activity System, Design, Value Creation

JEL Classification: L22, L26, M10

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5 References

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