

**Wissenschaftliche Tagung der
Erich-Gutenberg-Arbeitsgemeinschaft Köln e.V.**

**am 11. und 12. September 2014 am
Fachbereich Wirtschaftswissenschaften der
Friedrich-Alexander-Universität Erlangen-Nürnberg
(Lange Gasse 20, 90403 Nürnberg, Raum 0.424)**

„Business Model Innovation and Transformation“

– TAGUNGSPROGRAMM –



Programm für den 11./ 12. September 2014, FAU Erlangen-Nürnberg

Donnerstag, 11. September 2014		
Uhrzeit	Programm	Ort
13:00	Beginn der Tagung, Begrüßung <i>Prof. Dr. Martin Abraham, Prof. Dr. Kai-Ingo Voigt</i>	Friedrich-Alexander-Universität Erlangen-Nürnberg, Lange Gasse 20, 90403 Nürnberg, Raum 0.424
13:15	The Three Roles of Business Models for Socio-Technical Transitions <i>Christina M. Bidmon, Sebastian Knab, Prof. Dr. Dirk Ulrich Gilbert</i>	
13:45	Main drivers for Business Model Innovation in New Technology-Based Firms: A longitudinal empirical study <i>Dorian Proksch</i>	
14:15	Business Model Patterns: What can we learn from Innovations in the Digital Entertainment Industry? <i>Prof. Dr. Tobias Mettler, Michaela Sprenger</i>	
14:45	Kaffeepause	
15:00	Service Transition as a Trigger of Business Model Transformation in Manufacturing Industries: Insights from a Multiple-case Study <i>Prof. Dr. Sven M. Laudien, Birgit Daxböck</i>	
15:30	Transforming Business Models in the Magazine Publishing Industry: A Process View on the Integration between the Online and Offline Business Model <i>Nadja Hoßbach, Dr. Martin Wiener, Carol S. Saunders</i>	
16:00	Wo müssen Innovation und Transformation von Geschäftsmodellen ansetzen? Ergebnisse einer empirischen Studie bei Industriegüterunternehmen <i>Prof. Dr. Thomas Werani, Bernhard Freiseisen, Dr. Petra Martinek-Kuchinka, Alexander Schauburger</i>	
16:30	Kaffeepause	
16:45	Absorptive Capacity in Business Model Innovation: An Empirical Analysis of Managerial Influence Factors <i>Ruth Steinhauer, Prof. Dr. Razvan Florin Buse, Prof. Dr. Joachim Zentes</i>	
17:15	Linking Regulatory Focus with Business Model Innovation – How Individual Motivation Impacts Organizational Innovation Behavior <i>Oana Buliga, Dr. Christian W. Scheiner, Prof. Dr. Kai-Ingo Voigt</i>	
17:45	Business Model Resilience – Business Models in Times of fragile Modernity <i>Alexandra Palzkill, Prof. Dr. Uwe Schneidewind</i>	
18:30	Vorstandssitzung der Erich-Gutenberg-Arbeitsgemeinschaft Köln e.V. am Lehrstuhl für Industrielles Management im Raum 5.174	
19:30	Gemeinsames Abendessen in der Gaststätte „Bratwurst Röslein“ am Hauptmarkt in Nürnberg (Rathausplatz 6, 90403 Nürnberg)	

Freitag, 12. September 2014		
Uhrzeit	Programm	Ort
09:00	Modeling Languages for Business Models as Tools for Innovation – A Systematic Review and Research Agenda <i>Prof. Dr. Dennis Kundisch, Thomas John</i>	Friedrich-Alexander-Universität Erlangen-Nürnberg, Lange Gasse 20, 90403 Nürnberg, Raum 0.424
09:30	The Action Case Study Approach for Business Model Innovation Research <i>Prof. Dr. Katharina Hölzle</i>	
10:00	A Business Model Perspective on Crowdfunding <i>Michael Marcin Gierczak, Prof. Dr. Jan Marco Leimeister, Dr. Ulrich Bretschneider</i>	
10:30	Kaffeepause	
10:45	It's all about Value: Types of Business Model Innovations in the German Electronic Industry <i>Prof. Dr. Thomas Clauß, Dr. Christian Lehmann, Prof. Dr. Ricarda B. Bouncken</i>	
11:15	Business Model Configurations in the European Online Retail Industry – Identification of Strategic Group Level e-Business Models Using Cluster Analysis <i>Prof. Dr. Christian Landau, Prof. Dr. Markus Kreutzer</i>	
11:45	Avoiding Disintermediation in the Age of Sharing and Collaborative Consumption – A Framework for Peer-to-Peer-Driven Business Model Innovation and Transformation <i>Friedrich Chasin, Dr. Martin Matzner, Prof. Dr. Jörg Becker</i>	
12:15	Mittagspause	
13:00	Business Model Differences Between Nascent and Incumbent Enterprises – Empirical Results <i>Dr. Patrick S. Ulrich</i>	
13:30	Nachhaltigkeitsorientierte Geschäftsmodellbewertung – Grundlagen und Fallbeispiele <i>Dr. Florian Lüdeke-Freund, Birte Freudenreich, Marten Stock, Prof. Dr. Stefan Schaltegger</i>	
14:00	Business Model Innovativeness: Designing a Formative Measure for Business Model Innovation <i>Dr. Sabrina Schneider, Prof. Dr. Patrick Spieth</i>	
14:30	Kaffeepause	

Freitag, 12. September 2014		
Uhrzeit	Programm	Ort
14:45	Business Model Transformation by the Example of an Industrial Steel Producer – Becoming an IPS² Provider in the Offshore Wind Energy Industry <i>Evgenjia Riss, Lisa Grandjean, Solmaz Alevifard, Prof. Dr. Marion Steven</i>	FAU Erlangen-Nürnberg, Lange Gasse 20, 90403 Nürnberg, Raum 0.424
15:15	External Triggers for Business Model Innovations – A Structured Literature Review <i>Christian Arnold, Prof. Dr. Kai-Ingo Voigt</i>	
15:45	Tides of Change: Patterns of Business Model Transformation <i>Erwin Hettich, Matthias Baumann, Prof. Dr. Markus Kreutzer</i>	
16:15	Zusammenfassung und Verabschiedung <i>Prof. Dr. Kai-Ingo Voigt</i>	
16:30	Tagungsende	