



4th International Conference on New Business Models

*New Business Models for
Sustainable Entrepreneurship, Innovation, and Transformation*

📍 1-3 July 2019 | ESCP Europe Berlin | Germany

🌐 www.nbmconference.eu

✉ berlin@nbmconference.eu

Detailed Conference Programme

Last update: 08 June 2019 – please check regularly for updates

In case you have questions, please contact berlin@nbmconference.eu

Monday, 01 July 2019	
5:00 pm - 6:00 pm	<p align="center">Registration, Reception & Get Together</p> <p align="center">Location: Tangoloft Berlin, Gerichtstrasse 23, 13347 Berlin, Germany, www.tangoloft-berlin.de</p>
6:00 pm - 7:30 pm	<p align="center">Dive-in to Values-Based Innovation Management</p> <p align="center">Location: Tangoloft Berlin</p> <p align="center">Introductory Note: Dive-In to Values-Based Innovation Management Henning Breuer, UX Berlin Innovation Consulting, University of Applied Sciences HMKW</p> <p align="center">Fishbowl Discussion</p> <p align="center">Panelists: Henning Breuer, UX Berlin Innovation Consulting, University of Applied Sciences HMKW Philip Baumann, Ecosia, Roman Meier-Andrae TÜV Nord Mobilität</p>
7:30 pm - 9:00 pm	<p align="center">Get Together</p> <p align="center">Location: Tangoloft Berlin</p>

Tuesday, 02 July 2019

8:15 am - 8:45 am	Participant Registration & Coffee Location: ESCP Europe Berlin Campus, Heubnerweg 8-10, 14059 Berlin					
8:45 am - 9:00 am	Opening Room: Lecture Hall 1 (K18) Andreas Kaplan, Florian Lüdeke-Freund					
9:00 am - 10:30 am	Keynotes Room: Lecture Hall 1 (K18) Cognition in Business Model Innovation Research and Practice Lorenzo Massa Sustainability Transformation And New Business Models. The Role of Sustainable Entrepreneurs, Incremental and Radical Innovations Stefan Schaltegger					
10:30 am - 10:45 am	Coffee Break Room: Forum Hall					
10:45 am - 12:15 pm	Session 1 (1): Business models for a circular economy Room: D-008 Chairs: Niels Faber, Abhishek Agarwal, Jan Jonker	Session 2 (1): New business models, sustainable development, and corporate strategic management Room: D-011 Chairs: Romana Rauter, Yuliya Snihur, Christian Nielsen	Session 5 (1): New business models for sustainable entrepreneurship Room: D-009 Chairs: Matthew Johnson, René Mauer, Stefan Schaltegger	Session 6 (1): Open Innovation Enabled by Emerging Technologies: What are the Implications for New Business Models Room: D-176 Chairs: Maya Hoveskog, Antony Upward, Emma Incze, Fawzi Halila, Markus Raatikainen, Stephen Neil Davies		
	Critical Success Factors for Circular Business Models within the Agricultural Sector <u>Mechthild Donner</u> , Anne Verniquet, Agnès de Souza, Jan Broeze, Jim Groot, Katrin Kayser, Romane Gohier, Hugo de Vries	Taking Stock of Sustainable Business Models: Past Accomplishments and Future Promises <u>Koen van Bommel</u> , <u>van Bommel</u> , Marleen Blanson Henkemans, Tammo Brinkhorst, Marnix Meurs	Circular Business Model Innovation Tools and Approaches: A literature and practice review <u>Julia L.K. Nußholz</u> , Lars Strupeit, Katherine Whalen, Nancy Bocken	The Challenges of Transitions towards more Sustainable Business <u>Morris Dino Fedeli</u>		
	A Business Model Typology for Valorising Agro-waste and By-products <u>Mechthild Donner</u> , Romane Gohier, Hugo de Vries	Exploring The Differences Between Commercial And Sustainable Business Models: A Conceptual Framework <u>Erica Olesson</u>	Integrating Circularity Into The Business Model Innovation process The Importance Of The Process Behind The Tools <u>Jeroen Gillabel</u> , Anse Smeets	Backcasting for Ideal Business Models and Pathways for Forest-based Sector Firms by 2030 <u>Sari Annukka Näyhä</u>		
	Are We Ready For Circular Business Models? An Investigation Of Firms and Consumers' Attitudes Towards Footwear Eco-leasing <u>Laura Piscicelli</u> ,	The Contribution Of Ecological-Inclusive Business Models to Sustainable Development Laura Corazza, Maurizio Cisi, Serena Didoné, <u>Fabio Bruschi</u>	Learning-by-playing: The Serious Game Risk&RACE As A Tool To Support Circular Economy Business Model Innovation At A Company Level <u>Saskia Manshoven</u> , <u>Jeroen Gillabel</u>	A Design Method for Data-Driven Business Models <u>Timber Haaker</u> , Wouter Groot, Erik Hekman		

	Andrea Gambaro				
	Circular Business Models in Social Housing Associations: Bridging Ecological Goals and Social Contexts <u>Manon Eikelenboom</u> , Thomas Long, Gjalt de Jong	Towards Sustainable Business Models for Living Labs - A long-term Business Model Study of Austrian Urban Mobility Labs <u>Gert Breitfuss</u> , Martin Berger, Linda Doerrzapf		Fostering Collaborative Technology Innovation In Water Treatment <u>Julia Katharine Beyersdorf</u>	
12:15 pm - 1:15 pm	Lunch Room: Forum Hall				
1:15 pm - 2:45 pm	Session 1 (2): Business models for a circular economy Room: D-008 Chairs: Niels Faber, Abhishek Agarwal, Jan Jonker	Session 2 (2): New business models, sustainable development, and corporate strategic management Room: D-011 Chairs: Romana Rauter, Yuliya Snihur, Christian Nielsen	Session 3 (1): Social Entrepreneurship as a transformative force towards sustainability Room: D-014 Chairs: Nikolay Dentchev, Philippe Eiselein, Abel Diaz Gonzalez	Session 5 (2): New business models for sustainable entrepreneurship Room: D-009 Chairs: Matthew Johnson, René Mauer, Stefan Schaltegger	Session 6 (2): Open Innovation Enabled by Emerging Technologies: What are the Implications for New Business Models Room: D-176 Chairs: Maya Hoveskog, Antony Upward, Emma Incze, Fawzi Halila, Markus Raatikainen, Stephen Neil Davies
	What's the 'Use' of Circular Business Models? <u>Lara Anne Hale Hale</u>	Business Models as Practice: The Humanistic Business Model of Allsafe <u>Frank Boons</u> , <u>Oliver Laasch</u> , Claus Dierksmeier	The HRM Strategies for Labor Market Integration of Refugees in Turkey: The Case of a Social Entrepreneur <u>Burcin Hatipoglu Hatipoglu</u>	Poverty Eradication and Political Engagement: A Case of Innovative Business Model of Sustainable Entrepreneurship in China <u>Xuanwei Cao</u>	The Triple Top Line: How Digital Technology is Transforming Sustainability <u>Simon Schillebeeckx</u> , Ryan Merrill
	Taming the Elephant in the Room: Consumer Acceptance of Circular Economy Business Models <u>Paul Charles Wolf</u> , <u>Sylvie Geisendorf</u>	A Multi-level Perspective on Business Model Transitions: Allsafe and RetailCorp's Evolutionary Journeys <u>Oliver Laasch Laasch</u> , Frank Boons, Claus Dierksmeier	Entrepreneurial Interconnections Poverty <u>Gover Barja Daza</u>	Research on Value Creation Strategy of Sharing Economy's Business Model - Take China's car-sharing companies as an example Jingjing Wu, <u>Xuehong Ji</u>	Responsive Innovation System For Digital Energy Services <u>Ralitsa Petrova Hiteva</u> , Timothy J Foxon
	Analyzing Co-creation in Business Models as Going Circular <u>Sofia Ritzén</u> , <u>Annabeth Aagaard</u> , Johan Arekrans, Rafael Laurenti	Business Models Transformation In Large Incumbent Firms – Towards An Attractive And Sustainable Society – The Case Of An Energy Utility <u>Jessica Lagerstedt Wadin</u> , Lars Bengtsson	Entrepreneurship For Sustainable Innovation - Changing The System To The Better <u>Michael von Kutzschenbach</u> , Claus-Heinrich Daub	Business Model Innovation for the SDGs: Towards a Performance Measurement System <u>Francesco Rosati</u> , Vinicius P. Rodrigues, Federico Cosenz, Jason Li-Ying	Business Model innovation in Niche-regime Interaction: The Case of Demand Response in Finland <u>Salvatore Ruggiero</u> , Hanna-Liisa Kangas, Tiina Ohrling, Salla Annala
	Creating Value from Waste, Lessons learned for Circular Innovation Networks <u>Karen Janssen</u> , Lies	Small But More Sustainable? Business Case and Barriers Perceptions in SMEs and Large Firms	Financing Social Entrepreneurship – A Franchising Approach <u>Sandra Marnoto</u> , João M. S. Carvalho, Célio A. A. Sousa	Stimulating Entrepreneurs To Make Use Of Waste Streams Marco van Hees, <u>Inge Oskam</u>	The Role of Intellectual Property Rights in Sustainable Business Models <u>Elisabeth Eppinger</u> , Nancy Bocken,

	van Dobbenburgh	<u>Silvia Cantele</u>			Carsten Dreher, Anjula Gurtoo, Roberto Hernandez Chea, Souravi Karpakal, Viola Prifti, Frank Tietze, Pratheeba Vimalnath
2:45 pm - 3:15 pm	Coffee Break Room: Forum Hall				
3:15 pm - 4:45 pm	Practitioner Session (1) Room: D-008	Session 3 (2): Social Entrepreneurship as a transformative force towards sustainability Room: D-014 Chairs: Nikolay Dentchev, Philippe Eiselein, Abel Diaz Gonzalez	Session 4: Circular communication in a circular economy: how social media communication shapes sustainable business models Room: D-009 Chairs: Niels Faber, Deike Schulz	Session 7 (1): Session dedicated to new business models for sustainability transition Room: D-176 Chair: Jan Jonker	Session 8 (1): Insights on Business Models from Young Academics Room: D-275 Chairs: Ana Paula Bezerra Barquet, Martin Glinik
	The Smart Business Modeler – Using Business Model Patterns <u>René Bohnsack</u>	Sustainable Business Models at The Bottom of The Pyramid <u>Romel Brun Brun, Nikolay Dentchev</u>	The Value Of Data In Circular Business Models <u>Päivi Luoma, Anne Toppinen, Esko Penttinen</u>	Competitive Constellations As Boundary-Bridging In Socio-Technical Transitions <u>Peter Wells, Liqiao Wang</u>	Sustainable Business Model Archetypes For The Electric Vehicle Battery Second Use Industry: Towards A Conceptual Framework <u>Robert Reinhardt, Beatriz Amante García, Ioannis Christodoulou, Santiago Gassó Domingo</u>
		Examining the Social Entrepreneurship Challenges in Nigeria <u>Rafiu Akinpelu Olaore, Gboyega Oluwaseun Oyeleke</u>	The Role of Community Building for Circular Economy in the Urban Context - Comparative Analysis between Circular Berlin and Circular Economy Rhein-Main <u>Dina Padalkina, Georg Hubmann, Isabel Ordonez, Christina Jaeger, Leon Bucher</u>	Local Business Models In Transition <u>Daniel Kliem</u>	Car Sharing Business Models and its strategies. A pathway for local mobility sectors to sustainability? The case of the German Car Sharing market. <u>Martin Ritter</u>
		Redefining Value(s) To Understand Social enterprises' Business Models <u>Adélie Ranville</u>	The Role of Communication in Sustainability Transition Emerging Society: A Case Study of Dutch - Indonesia New Business Model Setup <u>Putri N Astiwi, Bartjan J. W. Pennink</u>	What's in it, and for whom? Achieving Balanced Value Capture in Collaborative Cross-Sector Business Models for Sustainability <u>Christina Bidmon, Henrik Sørensen, Gustav Friis, René Rohrbeck, Anna Holm</u>	Implementation of Sustainable Business Models in Technology-Dominant Innovation Projects <u>Philipp Uri, Wolfgang Vorraber</u>
		Value-Based Pricing Applied by Dutch Social Entrepreneurs <u>Gloria Estela Van</u>		Corporate Agency And Socio-technical Transitions: Business Model	Blockchain as a Decentralizing Force in the Energy System Transition <u>Bonnie Wylie Reese</u>

		Ewijk, Sharda Nandram		Innovation In Transition Pathways Haokun Liu, Peter Wells	
5:00 pm - 6:15 pm	<p align="center">Plenary: ABC Panel Room: Lecture Hall 1 (K18)</p> <p align="center">“ABC” Showcase Panel: Rethinking Strategic Management: Can Business Lead The Way To A Sustainable Future?</p> <p align="center">Panel Chair: Thomas Wunder, Neu-Ulm University of Applied Sciences (Germany) Panelists: Petra Kuenkel, Club of Rome & Collective Leadership Institute Alexander Meyer zum Felde, The Boston Consulting Group Ruediger Roehrig, The Natural Step & Sustainable Growth Associates Geanne van Arkel, Interface EMEA Stefan Schaltegger, Leuphana University, Centre for Sustainability Management (CSM)</p>				
6:15 pm - 6:45 pm	Transition to Boat Tour – Walk to the Boat				
7:00 pm - 8:00 pm	Boat Tour				
8:00 pm - open end	<p align="center">Conference Dinner Location: Umspannwerk Ost, Palisadenstraße 48, 10243 Berlin, www.umspannwerk-ost.de</p>				

Wednesday, 03/Jul/2019

<p>9:00 am - 10:30 am</p>	<p style="text-align: center;">Keynotes Room: Lecture Hall 1 (K18)</p> <p style="text-align: center;">Circular Business Model Experiments – Exploration Of The Role Of Business Experiments In Wider Societal Transitions Nancy Bocken</p> <p style="text-align: center;">Journal Editors Panel Panel Chair: Romana Rauter, Guest Editor Journal of Cleaner Production and Journal of Business Models, Assistant Professor, University of Graz, Austria Panelists: Dror Etzion, Senior Editor Organization Studies, Associate Professor, Desautels Faculty of Management, McGill University, Montreal, Canada Morten Lund, Journal of Business Models, Aalborg University, Denmark Yuliya Snihur, Associate Editor Long Range Planning, Associate Professor, Toulouse Business School, France Peter Wells, Professor of Business and Sustainability, Cardiff University, UK</p>				
<p>10:30 am - 10:45 am</p>	<p style="text-align: center;">Coffee Break Room: Forum Hall</p>				
<p>10:45 am - 12:15 pm</p>	<p>Session 1 (3): Business models for a circular economy Room: D-008 Chairs: Niels Faber, Abhishek Agarwal, Jan Jonker</p>	<p>Session 3 (3): Social Entrepreneurship as a transformative force towards sustainability Room: D-014 Chairs: Nikolay Dentchev, Philippe Eiselein, Abel Diaz Gonzalez Diaz</p>	<p>Session 5 (3): New business models for sustainable entrepreneurship Room: D-009 Chairs: Matthew Johnson, René Mauer, Stefan Schaltegger</p>	<p>Session 7 (2): Session dedicated to new business models for sustainability transition Room: D-176 Chair: Jan Jonker</p>	
<p>Mind the Gap: How to increase circularity in SMEs? Daniel Holzer, Romana Rauter, Tobias Stern</p>	<p>The Support Function in Ecosystems: A Case Study of Social Entrepreneurial Ecosystems in Bolivia and Ecuador Abel Diaz Gonzalez, Nikolay Dentchev</p>	<p>Sustainable Business Model Innovation – A Tradeoff? Changing Perspectives: Finding the Root-Causes, not just Curing the Symptoms Felix Carl Schultz, Ingo Pies</p>	<p>Systematic Literature Review. Business Models and Inter-Organizational Collaboration Ivan Riumkin, Maria Bengtsson, Herman Stål</p>		
<p>Designing Circular, Collaborative, and Scalable Business Models for Recycling - A Case Study of Reusing Textile Fibers in Biocomposite Products Richard Martina, Inge Oskam</p>	<p>Advancing Digital Education and Training for Entrepreneurship in Africa's KINGS: The Role of Digital Technologies in Improving Entrepreneurship Education and Training Programs' Outcomes in Kenya, Ivory Coast, Nigeria, Ghana, and South Africa Mariana Morais Sarmiento, René Bohnsack</p>	<p>Logic Hybridization in Sustainable Entrepreneurship: A Business Model Perspective Lisa Heldt, Matthew Johnson, Stefan Schaltegger</p>	<p>Disruption Or Collaboration: Antecedents Of Growth For Demand Response Business Models In Finland Hanna-Liisa Kangas, Salvatore Ruggiero, Tiina Ohrling, Salla Annala</p>		
<p>Could Circular Business Models Provide a Solution for E-waste? Clarissa Alejandra Gonzalez Chavez,</p>	<p>Accountable Markets: Degrowth, Solidarity and Social Enterprise Richard Hull</p>	<p>Business Model Innovation at the Bottom of the Pyramid Claudia Alba Ortuño, Nikolay Dentchev,</p>	<p>How Firm-level Business Models Induce Change In A Dominant Industry Logic Anne-Lorène Vernay,</p>		

	Doroteya Vladimirova, Mélanie Despeisse, Björn Johansson, Steve Evans		Abel Diaz Gonzalez, Philippe Eiselein	Mélodie Cartel, Jonatan Pinkse	
	Opening the (Black) Box of Closing the Loop: An Empirically Derived Taxonomy of How Companies Create New Use Lives for Waste Materials <u>Elizabeth Mary Miller</u>	Cleaning up the Economy: How Environmental Social Enterprises Organise to Create Sustainable Business Models <u>Ellen Stenslie</u>	Reinventing Value By Integrating Stakeholders: Exploring Business Ecosystems For Sustainable Business Model Innovation <u>Markus Raatikainen, Maya Hoveskog, Fawzi Halila, Emma Incze</u>	Specific Challenges of Business Models for Sustainability Solution Ecosystems <u>Julia Planko, Inge Oskam</u>	
	Configuring New Business Models For Circular Economy: from patterns and design options to action <u>Marina de Padua Pinheiro Pieroni, Tim C. Mc.Aloone, Daniela C.A. Pigosso</u>			Transformative Business Models for Dutch AgriFood Transition Pathways <u>Pieter Jelle Beers, Marjo Baeten</u>	
12:15 pm - 1:15 pm	Lunch Room: Forum Hall				
1:15pm - 2:45 pm	Session 1 (4): Business models for a circular economy Room: D-008 Chairs: Niels Faber, Abhishek Agarwal, Jan Jonker	Session 2 (3): New business models, sustainable development, and corporate strategic management Room: D-011 Chairs: Romana Rauter, Yuliya Snihur, Christian Nielsen	Session 5 (4): New business models for sustainable entrepreneurship Room: D-009 Chairs: Matthew Johnson, René Mauer, Stefan Schaltegger	Session 7 (3): Session dedicated to new business models for sustainability transition Room: D-176 Chair: Jan Jonker	Session 8 (2): Insights on Business Models from Young Academics Room: D-275 Chairs: Ana Paula Bezerra Barquet, Martin Glinik
	Circular Economy in the Agricultural Sector - Farm Based Biogas Production as a model <u>Marie Mattsson, Niklas Karlsson, Anna Hansson, Maya Hoveskog, Fawzi Halila</u>	Industry Business Model Patterns for Business Model Innovation – The Case of the Electricity Industry <u>Claudia Antunes Marante, Rene Bohnsack</u>	Demand Side Management and Renewable Energy Business Models for Energy Transition <u>Michael Hamwi, Iban Lizarralde</u>	Taking a Business Model Perspective to Establish Sustainable Urban Water Management Practices on Municipal Level <u>Claudia Hohmann, Bernhard Truffer, Thomas Hillenbrand</u>	From Aid to Social Entrepreneurship: Re-Thinking the Role of Business in International Development Cooperation in Sub-Saharan Africa (Short Paper) <u>Joyce Soila W. Treptow</u>
	Anaerobic Digestion Business Models In The UK And The Circular Economy <u>Abhishek Agarwal, Robert Flanders</u>	Sustainable Business Model Innovation And Acceptance Of Its Practices Among Spanish Entrepreneurs <u>Alberto Peralta Peralta, Javier Carrillo-Hermosilla, Fernando Crecente</u>	Redesigning the Entrepreneurial Process of Sustainable Startups <u>Jen van Der Meer, Raz Godelnik</u>	Transformative Incumbents? – The Role of the Private Sector in Innovation Systems Dedicated to Sustainability <u>Sophie Urmetzer</u>	Business Model Co-creation for Social Value Generation in Emerging Economy Tourist Destinations <u>Ieva Zebryte, Hector Jorquera</u>
	Circular Economy, Organizations, and Business Models: a literature review	Radical Resource Efficiency as Business Model Innovation: A Case	Investigation of Sustainability-Aspects in Business Models of	Reorganizing Systems and Delivering Sustainable	The Value of “Enough” – Sufficiency-based Consumer

	Renato Chaves, Emmanuel Raufflet	Study from the Restaurant Industry Dror Etzion	Early Phase Startups: A Multiple Case Study of Entrepreneurial Teams in an Academic Startup Accelerator Program Martin Glinik, Michael Rachinger, Stefan Vorbach	Transition: Business Models that Solve Social and Environmental Problems Krzysztof Dembek, Jodi York	Practices and Value Creation in Business Models Maren Ingrid Kropfeld, André Reichel
				Reinventing Ownership: The Confluence Of Organisational Evolutionary Theory And Transformative Business Models For A Post Growth Economy Edward Langham	An Overlooked Aspect of Sustainable Business Models: Consumption Practices Heather Schoonover
2:45 pm - 3:15 pm	Coffee Break Room: Forum Hall				
	Practitioner Session (2) Room: D-176	Session 2 (4): New business models, sustainable development, and corporate strategic management Room: D-011 Chairs: Romana Rauter, Yuliya Snihur, Christian Nielsen	Session 8 (3): Insights on Business Models from Young Academics Room: D-275 Chairs: Ana Paula Bezerra Barquet, Martin Glinik	Session 9: Sustainable business models for a sharing economy Room: D-008 Chairs: Frederik Plewnia	
	Climbing Mount Thriveability Ralph Thurm	When is Financing of Circular Business Models a Perceived Problem - A Study of Potentially Correlated Features Ann-Charlotte Elisabeth Mellquist, Emanuela Vanacore, Susanne Olofsson, Thomas Polesie	Sustainable Business Models and Sustainable Supply Chain Management - Establishing Linkages Simon Norris, Julia Zufall, Stefan Schaltegger, Ilka Weissbrod	Sharing Economy Business Models as Drivers for a More Sustainable Energy System Frederik Plewnia, Edeltraud Günther	
3:15 pm - 4:45 pm		Revealing the Sustainable Value Creation and Capture Potential with a Multicapital Approach Minttu Laukkanen, Kaisa Manninen, Janne Huiskonen	Framework For Service Business Model Innovation: An Explanatory Case Study On BMW Connected Drive Services Prasanna kumar Kukkamalla, Andrea Bikfalvi, Anna Arbussa Reixach	Towards a Prescriptive Framework of Sharing Platform Models Steven Kane Curtis, Oksana Mont	
		Social and Psychological Product Value Perceptions João M. S. Carvalho, Sandra Marnoto, Célio A. A. Sousa	Impact of Values on Strategic Decision-Making with Respect to Business Model Design The Case of Ecosia	Towards a Sustainability Assessment Framework for the Sharing Economy Petra Soltész, Gyula Zilahy	

			<u>Kiril Ivanov</u>		
		When New Business Models Go Bad - Irresponsible Innovation and the Case of Cycle Hire Schemes <u>Thomas Benjamin Long</u>, Arnoud van Waes	Business Models In The Development Of New Materials In The Garment Industry In And Beyond The Netherlands <u>Iris Lommerse</u>, Ellen Loots	Narratives of Sharing How do companies translate sharing into their Business Model? <u>Alexandra Palzkill</u>, Karoline Augenstein	
			Industrial Symbiosis Guide For Identifying Opportunities And Conceptualising Business Relations <u>Stéphane Ogé</u>, <u>Francisco Mendez Alva</u>, Alexandre Bredimas		
5:00 pm - 6:00 pm	Conference Closing & Outlook into NBM 2020 Room: Lecture Hall 1 (K18) Chair: Jan Jonker Chair: Florian Lüdeke-Freund				

Thursday, 04 July 2019

t.b.d.

Social Programme: Guided City Tours

Location: **t.b.d.**