

CALL FOR PAPERS
Special Issue of *AMS Review*
“Business Models for the Digital Economy: A Marketing Perspective”

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Motivation and Overview

References to firms’ business models abound in today’s business press: for instance, Accenture reports that 80 percent of firms plan to grow via new business models over the next 5 years (Accenture 2014).

Academic research has responded to this practitioner interest by attempting to conceptualize the notion of business models. A recent review of the strategy literature identifies over one thousand articles focused on this concept (Zott, Amit and Massa 2011). A closer look at this research stream reveals that many authors believe that the purpose of the business model is to articulate a firm’s value proposition¹. The value proposition -- which articulates how the products and services offered by the firm match the needs of the targeted market segment -- is a core marketing concept. Yet marketing academics have insufficiently contributed their perspective to this important literature.

Scope and Focus of the Special Issue

AMS Review, which focuses exclusively on conceptual articles, is uniquely positioned to advance the theoretical development of the business model concept and its integration into current marketing theory. We expect that the special issue will provide the starting point and the impetus for a new stream of research in marketing focused on how firms can update, innovate and leverage their current business models to strengthen their relationships with customers and their competitive advantage. Authors are invited to submit impactful conceptual articles aimed at theory development on the following topics:

- How can firms best build, manage, and innovate the business model in order to create a customer-centric value proposition?
- How can firms adapt their business model to the digital world and what is the impact of the digitization of information on business model design and innovation?
- What are the antecedents and consequences of business model innovation?
- How is the servitization movement affecting business model innovation?
- How do incumbents innovate their business models, and are start-ups better positioned at succeeding with new business models?
- What type of business model innovation can lead to growth in mature markets? How about emerging markets?

¹ For instance, Osterwalder and Pigneur (2013) define a business model as the entity which describes “the rationale of how an organization creates, delivers and captures value.” Alternatively, Teece (2010) states that “a business model articulates the logic, the data and other evidence that support a value proposition for the customer, and a viable structure of revenues and costs for the enterprise delivering that value”.

- How can firms that serve multiple markets and multiple types of stakeholders manage and network multiple business models?
- How can firms best leverage consumers' ability to co-create the business models of the firms that serve them?
- How does the diffusion of business models through an industry differ from the diffusion of products? Are there network effects in business model diffusion? What is consequence of business model diffusion for competition?
- How can brand equity be preserved and enhanced through business model transformation?
- How does business model innovation impact customer retention and acquisition?

Review Process and Timeline

Submission of an extended abstract detailing the contribution (via email; details below)	June 1, 2016 (earlier submissions are encouraged)
Submission of full manuscripts on AMSR's online submission system: https://www.editorialmanager.com/amr/default.aspx	December 1, 2016 (papers will be processed as they are received)
First editorial decision	February 1, 2017
Revision due date	June 1, 2017
Second editorial decision	August 1, 2017
Publication planned for December 2017	

Submission Process

We expect the special issue to attract high quality papers that go well beyond reviewing extant business models research published in strategy journals. Specifically, we anticipate published manuscripts to advance the integration of business model research with marketing theory and thought. As a result, the first step of the review process for the special issue is to submit an extended abstract of 5 pages or less that details the authors' thinking and provides a blueprint for the completed manuscript. This would allow the editorial team to provide early feedback on both the content and structure of the intended papers. The extended abstract should be at most five pages long and should be formatted as 12 point font, double spaced text. The references should follow AMSR editorial guidelines.

The authors should submit an extended abstract via email to: AMSReview@mays.tamu.edu.

Additional Information

For additional questions regarding the special issue, please contact the co-editors at amr_special_issue@mays.tamu.edu

About AMS Review

For additional information about *AMS Review*, please see: <http://www.springer.com/business+%26+management/journal/13162>

References

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