

ESRC RESEARCH SEMINAR SERIES

Business models

7 February 2014

Main auditorium, The British Library Conference Centre, 96 Euston Road, London NW1 2DB

Seminar One

Business Models: Rationale, applications and interorganizationality

7 per cent of firms in the UK are classified as 'high growth firms' with annual employment growth of 20% for three consecutive years (Anyadike-Danes et al., 2011). Compared to a number of other OECD economies, UK firms lag behind in terms of aspired and realised growth (Bravo Biosca, 2010). To develop its international competitiveness the UK needs to improve its record in growing its business firms using business models. This seminar series focuses on seeking to maximise the contribution of business models to UK jobs and productivity growth, facilitate high-quality collaborative research on business models and performance; and maximise the policy and strategy impact of business model research. It is widely recognised that growth is strongly influenced by a range of issues such as social, institutional and cultural - Phan, 2004; Davidsson and Wiklund, 2006), issues that need a business modelling approach.

The aim of the first seminar is to develop our understanding of business models. The seminar will provide an understanding of business models, by breaking down the business model into its constituent parts and exploring their perhaps dynamic nature. It will examine current business applications and specifically explore the links between the business model and strategic decision-making performance indicators, innovation and creativity.

Presentations by

- **Professor Charles Baden-Fuller, Cass Business School, London**
- **Professors Benoit Demil, University of Lille and Xavier Lecocq, University of Lille and IESEG**
- **Professor Julian Birkinshaw, London Business School**
- **Professor Colin Haslam, Queen Mary University, London**
- **Professor Peter McNamara Professor of Management at National University of Ireland, Maynooth**
- **Professor Christian Neilsen, Center for Research Excellence in Business Models, Aalborg, DK**
- **Martin Lang, Director, Eurocoptors**
- **Vaughan Collie, Account plc**

There will be responses to the presentations, and a panel discussion will follow with questions from the floor. A tour of the British Library will be available for up to 30 people.

Travel assistance (up to £100.00) and free refreshments for the first 8 PhD students to apply, and the charge for refreshments for the next 12 PhD students to apply will be refunded.

Further information from: Gwen.Coombs@uwe.ac.uk

PROGRAMME

- 09:30 – 10:00 Registration, coffee and welcome – Sally Halper, Social Sciences Content Development Manager, The British Library
- 10:00 – 10:05 **Introduction to the Seminar Series – topics and timetable**
Prof Nicholas O'Regan, Associate Dean, Research & Innovation and Professor of Strategy, Innovation & Enterprise, Faculty of Business & Law, UWE, Bristol
- 10:05 – 10:50 **Keynote Address**
Business Models as Models: A Research Agenda
Prof Charles Baden-Fuller, Cass Business School
- 10:50 – 11:15 Coffee
- 11:15 – 11:50 The practice of business model evolution
Benoit Demil, University of Lille and **Xavier Lecocq**, University of Lille and IESEG
- 11:50 – 12:25 The link between business models and management models
Prof Julian Birkinshaw, London Business School
- 12:25 – 13:10 Lunch – with at 12:40, *an optional tour of the British Library (pre-registration required)
Business Models: Applications
- 13:10 – 13:40 Accounting for Business Models and Increasing the Visibility of Stakeholders
Prof Colin Haslam, Queen Mary University, London
- 13:40 – 14:10 Human Capital Selection and Development as Drivers of Business Model Performance and Transformation: Lessons from Global Sport
Dr Peter McNamara, National University of Ireland, Maynooth
- 14:10 – 14:40 Business Models: Past, present and the future in understanding value capture and value realization
Prof Christian Nielsen, Center for Research Excellence in Business models, Aalborg, DK
- 14:40 – 15:00 Tea
Business Models; the Practitioner Perspective
- 15:00 – 15:30 From Product to Services – Global Services delivered Locally, **Martin Lang**, Director, Eurocopters
- 15:30 – 16:00 Emerging Business Models in the mobile payments infrastructure **Vaughan Collie**, Account plc
- 16:00 – 16:10 Closing Remarks and invitation to re-convene at Henley Business School, University of Reading,
Prof Abby Ghobadian

*The Library will provide a brief tour (30 minutes) of Social Sciences and Business & IP Centre reading rooms for 2 groups of max 10 persons per group.

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Business Models: Rationale, applications and interorganizationality

REGISTRATION

The cost of registration for the event is £25.00.

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**Name &
Organisation**

Address

Email Address

Telephone/mobile

***Would you like
a tour of the
British Library?**

Yes/No (*delete as appropriate*)

Places are available for 20 people, and will be allocated on a 'first come first served' basis.
We will visit Social Sciences and Business & IP Centre reading rooms.

Please email this form to rsoysa@bam.ac.uk

On confirmation of registration you will be contacted regarding payment.

*If you have indicated that you would like a tour of the British Library, we will confirm your place on the tour when we confirm your registration.

If you would like to get a British Library reader pass on the day, please note that you must bring your passport and a bank statement/utility bill issued within the 3 months prior to 7 February 2014.