

14th International Forum on Knowledge Asset Dynamics
IFKAD 2019

Knowledge Ecosystems and Growth

Matera, Italy | 5-7 June 2019

IFKAD 2019 Special Track

The role of knowledge ecosystems in Business Model Innovation: Highlights from the tourism and hospitality industry

Research Area: Business Model and Innovation

Organizers

Angelo Presenza | University of Molise, Italy

Valentina Della Corte | University of Naples Federico II, Italy

Tindara Abbate | University of Messina, Italy

Description

Spieth et al. (2014, p. 237) highlighted that “while BMs are traditionally concerned with firm-level value creation and capture, BMI poses in addition questions about novelty in customer value proposition and about respective logical reframing and structural reconfigurations of firms”. The strategic potential of BMI thus lies in identifying new sources of value creation (Zott et al., 2011), based on innovations of the different components of a BM and/or the interactions among them (Demil and Lecocq, 2010).

Firstly it is important to understand why BMI is required: is that an answer to the external context or rather the expression of firms’ strategies? Once the sources of BMI are singled out, the second challenge is how to develop and implement it.

Innovating the BM requires different interventions depending on the different stages of the firm life cycle (Sosna et al., 2010). Accordingly, entrepreneurs and managers have to carefully evaluate the development options of changing BMs over time (Chesbrough, 2007). Indeed, they need to understand the priorities associated with each BM stage (Zott and Amit, 2012) and evaluate whether a specific change of their BM is consistent with the priorities of their current strategy (Spieth et al., 2014). Therefore, BMI involves making simultaneous, coordinated and internally consistent changes of multiple aspects of the BM to sustain growth, face disruptions or access to new markets.

BMI requires a complex set of decisions about how its performance should be measured and how the resources and processes at work in the company will either support or extinguish it (Schneider and Spieth, 2013).

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BMI has been analyzed in various industries and countries (e.g.: Wei et al., 2014; Cucculelli and Bettinelli, 2015; Futterer et al., 2018). Nevertheless, it is still quite young (Foss and Saebi, 2018). Empirical studies on BMI are still younger (Wirtz et al., 2016).

Among the plethora of different industries, this track focuses on Tourism and Hospitality Industry. This sector has experienced continued expansion and diversification over time, hence becoming one of the largest and fastest- growing economic sectors in the world. At the same time, a wide range of publications has shown that the tourism sector is living a controversial condition. Indeed, from one side, there are tourism activities becoming increasingly societally, economically and environmentally unsustainable. From the other, there is an increasing interest of tourists towards innovative and sustainable proposals.

Therefore, it follows that there are many open issues in the literature regarding how tourism and hospitality organizations can innovate their business models fostering sustainability.

In fact, related to tourism and hospitality, innovations may refer to products (e.g. new hotel services or new attractions in a destination), sources of supply (e.g. adding new niche tour operators), new markets (e.g. directing existing destination brands to attract new markets) and new ways to organize a business (e.g. improvement of tours using new technologies that enhance the experience) (Carlisle et al., 2013). The strong dependency of tourism on innovation is confirmed by a number of scholars, as the case of Hjalager (2015), who provided a systematized and analytically concise collection of 100 innovations that were not specifically invented for tourism but nevertheless affected tourism to a significant extent. This highlights how a particular organizational ecosystem that embraces openness, cooperation and self-management can present a key-driver in the business's sustainability.

In line with the above debate, we invite original contributions that increase our comprehension of how businesses operating in the tourism and hospitality industry may innovate their business models to promote sustainable goals.

We look for papers, with theoretical insights, empirical data analysis, case studies or other suitable methods to shed new light on a variety of topics, such as:

- sources of BMI in tourism firms and destinations
- integrating creative and cultural contents with sustainable tourism experiences;
- using technology to innovate and increase the sustainability of business models;
- developing indicators to evaluate the sustainability of business models in the tourism and hospitality sector;
- innovating business model through co-creation;
- experiences of sustainable tourism and hospitality SMEs;
- discovering of values, practices, and competencies connected to specific traditions that may contribute to developing and sustaining unique or distinct products or services

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Keywords

Innovation, Sources of Innovation, Non-technological innovation, External knowledge, Strategic flexibility, Digital technology, Hospitality, Tourism, Creativity Industry, Co-creation

Guidelines

Researchers wishing to contribute are invited to submit an **extended structured abstract** (in MS-Word format) of **500-700 words** by **15 January, 2019**. The abstract should address theoretical background, research objective, methodology, and results in terms of expected contribution to Knowledge Management theory and practice. Authors are required to follow the guidelines for both extended abstracts as well as full papers available on IFKAD site www.ifkad.org

Important dates

15 January 2019	<i>Abstract submission deadline</i>
20 February 2019	<i>Acceptance notification to authors</i>
15 March 2019	<i>Early-Bird registration cut off</i>
15 April 2019	<i>Full paper submission</i>
15 May 2019	<i>Registration deadline</i>
5-7 June 2019	<i>Conference sessions</i>

For further information

For any further information, please see the event website at www.ifkad.org or contact the conference manager at info@knowledgeasset.org