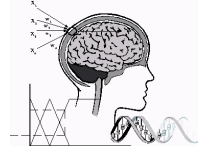




International

Innovation in Knowledge Based and Intelligent
Engineering Systems



INVITED SESSION SUMMARY

Title of Session:

Sustainable Business Models and Value Networks

Name, Title and Affiliation of Chair:

Dr Nancy Bocken,
University of Cambridge, TU Delft

Details of Session (including aim and scope):

The business model frames 'the way a firm does business' (Magretta, 2002), the business model canvas by Osterwalder & Pigneur (2010) being a popular representation. The business model is a holistic framework, which links functions inside the firm, and connects the firm with external parties, with whom the firm collaborates to create value (Beattie & Smith, 2013). It is a valuable framework for analysis, which links organisational functions such as design and marketing and stakeholders across firm boundaries (Bocken et al., 2014a). Conventional business model innovation focuses on new economic value creation to satisfy customer demand.

Sustainable business models build on the triple bottom line approach to define the firm's purpose and measure performance, include a wide range of stakeholders, particularly consider the environment and society as stakeholders, and take a systems as well as a firm-level perspective (Stubbs & Cocklin, 2008). Sustainable business model innovation may be viewed as a trigger for sustainable innovation throughout the business and a source of competitive advantage, examples of such models being described in Wells (2013) and Bocken et al. (2014b).

This session invites papers that contribute to new ideas for value creation in sustainable business models and value networks. The aim of this session is to stimulate debate on what sustainable business models might and should look like, what the quantified triple bottom line benefits of such businesses are, and how organisations of all sizes and age (from start-up to mature) can develop sustainable business models.

Potential papers include, but are not limited to, the following: case studies of successful sustainable business model innovations and value network innovations in industries or driven by specific organisations, relevant decision support tools (see e.g. Osterwalder & Pigneur, 2010; Bocken et al, 2013, 2014a), thought-leadership, literature and practice reviews, and quantifications of the (triple bottom line) benefits of such sustainable business models. Papers that contribute to the theory and have a demonstrated practical relevance are recommended.

References

Beattie, V., Smith, S. 2013. Value creation and business models: Refocusing the intellectual capital debate, *The British Accounting Review*, 45 (4), 243–254.

Bocken, N., Short, S., Rana, P., Evans, S. 2013. A value mapping tool for sustainable business modelling. *Corporate Governance*, 13 (5), 482 – 497.

Bocken, N., Rana, P., Short, S. 2014a. Using the value mapping tool for sustainable business thinking. International Conference on Sustainable Design and Manufacturing, 28-30 April 2014, Cardiff, Wales, UK.

Bocken, N., Short, S., Rana, P., Evans, S. 2014b. A literature and practice review to develop Sustainable Business Model Archetypes. Journal of Cleaner Production, 65, 42–56.

Osterwalder, A., Pigneur, Y. 2010. Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers, Wiley, Hoboken, NJ.

Magretta, J., 2002, Why business models matter, Harvard Business Review, 80, (5), 86–92.

Stubbs, W. , Cocklin, C., 2008. Conceptualizing a “Sustainability Business Model.” Organization & Environment, 21(2),103–127.

Wells, P. 2013. Business Models for Sustainability. Cheltenham: Edward Elgar Publishing.

Main Contributing Researchers / Research Centres (tentative, if known at this stage):

Website URL of Call for Papers (if any):

Email & Contact Details:

Nancy Bocken – nmpb2@cam.ac.uk or n.m.p.bocken@tudelft.nl
<http://www.ifm.eng.cam.ac.uk/people/nmpb2/>

Bio:

Dr Nancy Bocken is a Senior Research Associate at the University of Cambridge, Senior Researcher at TU Delft, and a Fellow at the Cambridge Institute for Sustainability Leadership (CISL). She holds a PhD from the University for Cambridge, Department of Engineering, and an MSc in International Business (Maastricht School of Business and Economics), and conducted a master's programme in economics and management at the Sorbonne, Paris. For her PhD, funded by Unilever, she investigated how fast moving consumer goods manufacturers can reduce their product life cycle carbon emissions.

Previously, she worked as a research assistant on the project “Well Dressed?”, funded by Biffa and M&S, which developed future strategies for the sustainability of the textiles and clothing industry. In the past, she worked for Accenture, ING Realestate and DHL.

Nancy's research interests include: sustainable business models, closed loop economy, systems change and closing the idea-action gap in sustainability. As part of the EU consortium RESCOM, she investigates the potential of business models, designs and supply chains for a closed loop economy. In Cambridge, her research includes sustainable business models and systemic industry change. As part of her Fellowship role at CISL, Nancy acts as a tutor, supervisor and speaker on executive programmes in sustainability leadership. Through her work, she advises and works with delegates from a wide range of FTSE 100 companies and start-ups.