

Business model for substitutive products – Best practices

Idea:

Although the development of a suitable business model for a new type of substitutive technology and product is of crucial importance for commercialization and thus for the implementation of new sustainable technologies, there has been little research on business models for substitutive technologies and products. This thesis should disentangle factors that are important to consider when designing business models for substitutive products, by conducting interviews with industry experts.

Study design:

Qualitative – Expert interviews

Relevant Literature:

Bröring, S., & Vanacker, A. (2022). Designing Business Models for the Bioeconomy: What are the major challenges?. *EFB Bioeconomy Journal*, 100032.

Baden-Fuller, C., & Haefliger, S. (2013). Business models and technological innovation. *Long range planning*, 46(6), 419-426.

Cozzolino, A., Verona, G., & Rothaermel, F. T. (2018). Unpacking the disruption process: New technology, business models, and incumbent adaptation. *Journal of Management Studies*, 55(7), 1166-1202.

Bohnsack, R., Pinkse, J., & Kolk, A. (2014). Business models for sustainable technologies: Exploring business model evolution in the case of electric vehicles. *Research policy*, 43(2), 284-300.