

# The influence of bioeconomy on the theoretical business model framework

## Idea:

How is the theoretical framework of a business model effected by bioeconomy?

Are the three main pillars (value proposition, value generation, value capture) of a business model still sufficient or must additional value of bioeconomy be promised/adressed via an additional pillar? (e.g. bioeconomic proposition or sustainable proposition?)

## Study design:

- Literature Review (if design fits: qualitative research via interviews or quantitative via survey)

## Relevant Literature:

- Bröring, Stefanie; Vanacker, Ana (2022): Designing Business Models for the Bioeconomy: What are the major challenges? In: EFB Bioeconomy Journal 2, S. 100032. DOI: 10.1016/j.bioeco.2022.100032.
- Geissdoerfer, Martin; Pieroni, Marina P.P.; Pigosso, Daniela C.A.; Soufani, Khaled (2020): Circular business models: A review. In: Journal of Cleaner Production 277, S. 123741. DOI: 10.1016/j.jclepro.2020.123741.
- Kanda, Wisdom; Geissdoerfer, Martin; Hjelm, Olof (2021): From circular business models to circular business ecosystems. In: Bus Strat Env 30 (6), S. 2814–2829. DOI: 10.1002/bse.2895.
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