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**EXPLORING THE
FIELD OF BUSINESS
MODEL INNOVATION**

New Theoretical
Perspectives

**Oliver Gassmann,
Karolin Frankenberger
and Roman Sauer**



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New Theoretical Perspectives

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Introduction

Abstract Business models have received significant attention from both practitioners and academics. Research has been accelerated within the last decade to understand the phenomenon better. This chapter introduces the reader to the vibrant research field and its increasing relevance. It explores common themes and concepts in the field by presenting a broad overview. Business model research is still heterogeneous, and progress is made only incrementally at the moment. Hence, this section discusses the need to organize the field better and to thoroughly interlink the concept with theoretical perspectives as this could improve the generalizability of business model studies.

Keywords Business models • Business model innovation • Relevance of the field • State of the literature

Business model innovators, such as Amazon, Skype, and Uber have revolutionized their industries by overcoming the dominant industry logic. Amazon became the biggest bookseller in the world without owning a single brick-and-mortar store; Skype is the largest telecommunications provider worldwide without having any network infrastructure at its disposal; Uber revolutionized the taxi business and reached to a market capitalization of more than 50 billion dollars within a few years