

Call for Papers
KES-AMSTA-2015 Conference Special Session

Business Model Innovation and Disruptive Technologies

The 9th International KES Conference on
Agents and Multi-agent Systems: Technologies and Applications

17 – 19 June, 2015

Sorento, Italy

<http://amsta-15.kesinternational.org/>

Key words: Agents, Big Data, Business Clusters, Business EcoSystems, Business Intelligence, Business Models, Computational Social Science, Digital Economy, Disruptive Innovation, Disruptive Technologies, Distributed Systems, Intelligent Agents, Intelligent Systems, Knowledge based Systems, Knowledge Economy, Multi-agent Systems, Supply Chain Management, Temporary Organisations, Trading Agents, Virtual Organisations.

Introduction

The idea that organisations configure themselves differently (repeatedly) to ensure their offer remains relevant and of value to customers reaches back to Schumpeter's (1934) notion of organizational innovation and 'creative destruction'. In the mid to late 1990s, attention focused on how digital technologies offered novel and exciting configurational opportunities for value creation and capture. At this time, the Business Model concept rose to prominence, in both practitioner and academic fields, due to it being better able than other management concepts (e.g. strategy) to describe changes in the ways in which 'digital' firms were creating and capturing value compared to their 'analogue' counterparts.

Digital technologies have the capacity to free, shift and multiply choice, often intruding on the space of other industries and adding new dimensions of customer, company, and partner value. That is, the digital economy is characterised by the novel choices its technologies permit which, in turn, re-shape value configurations. Business models, then, must accommodate and reflect these ever-shifting configurations. For example, the availability of big data and the affordances of digital technologies coupled with new analytic techniques leads to new opportunities for value: thus, business model innovation is stimulated. The success of a number of firms, including Google, Amazon and Facebook, is ascribed to their "powerful new business models that derive from an ability to exploit data" (Barton and Court, 2012; 79). Consequently, Business Model Innovation (BMI) has become an important domain of study as the deployment of digital technologies drives disruptive change to the topography of the economic landscape in profound and fundamental ways for new and established businesses (Yoo et al., 2012) as well as industry sectors.

Despite its general importance and the quantity of previous research, both the business model construct and business model innovation are still not well understood (Teece, 2010), particularly in the context of the digital economy and of empirical studies. This special session calls for research that examines how digital technologies, e.g. in the domain of agents, influence existing business models, give rise to new business models and the processes of transformation. We aim to compile state of the art of research on business model innovation and transformation in the context of disruptive digital technologies and invite papers from all scholars which provide novel conceptual perspectives and/or empirical insights into business model innovation and transformation.

Indicative questions include, but are not limited to:

- How are agent technologies disrupting business models?
- How do organizations identify appropriate (disruptive) business models?
- How do organizations successfully manage the transformation of business models?
- What are the main drivers of business model innovations?

- What are the different categories of agent-related BMI?
- What are the critical organizational capabilities of successful BMI transformations?
- How can the processes of successful BMI transformation be accelerated?
- What is the role of the organizational ecosystem in influencing BMI?
- What are the processes of successful BMI transformation?
- How do business models that embed trust, privacy and security differ from those built around (personal) data exploitation?

Suggested Topics (but not limited to)

This special session welcome reports on computational, business and social issues related to the above discussion. It will focus on recent research and application results, but vision and discussion papers are also welcome.

A list of indicative topics for this session, but not limited to, is provided below:

- Vision on novel advances in future business innovation
- Disruptive and relevant technologies and applications
- Modeling and simulation of business innovation
- Novel business models
- Survey of business models and categorization
- Social impact by business innovation
- Novel e-Supply Chain Management
- Discussion papers on Business Innovation
- Innovative Enterprise Architecture and implementation issues
- Semantic Web technologies
- Big data, smart data and business intelligence
- Large scale open business databases and platforms
- Real-world applications and business scenarios
- Risk, trust, security and privacy issues

Publication

The conference proceedings will be published by **Springer** as book chapters in a volume of the KES Smart Innovation Systems and Technologies series, submitted for indexing in Scopus and Thomson_Reuters Conference Proceedings Citation Index (CPCI) and the Web of Science.

Submissions must be formatted according to the instructions which can be found on the Springer website <http://www.springer.com/series/8767> under "Instructions for Authors". Papers must be submitted in PDF format for review purposes, but authors are required to upload editable word-processor files (LaTeX or MS Word) at the end of the review process. The required paper length is 10 pages in publisher format. Papers longer than this may be subject to an additional charge. Papers much longer or shorter than the required length may be rejected, at the decision of the organisers.

Papers to be considered for the conference must be submitted in PDF form through the PROSE online submission and review system. More information is available via: <http://amsta-15.kesinternational.org/submission.php>

Important Dates

Submission of papers (PDF or MsWord only): January 15, 2015

Notification of acceptance: February 16, 2015

Upload of Final Publication Files (Latex or MsWord only): March 2, 2015

Session Chairs

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- Dr. Richard Adams, University of Surrey, UK, r.adams@surrey.ac.uk
- Dr. Fang-Pang Lin, National Center for High-Performance Computing, Hsinchu, Taiwan
- Dr. Ching-Long Yeh, Tatung University, Taipei, Taiwan
- Dr David Lopez-Berzosa, University of Surrey, UK
- Kyle Alves, University of Surrey, UK

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