

Modeling Languages for Business Models as Tools for Innovation: Towards a Theoretical Foundation

Research-in-Progress

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Abstract

Successful business model innovation starts with generating outstanding business model ideas. For supporting this task, a number of modeling languages for business models have been proposed, the most prominent being the Business Model Canvas (BMC). However, the theoretical foundation of these approaches is far from well developed, and empirical evaluations have yielded contradictory results. In response to these issues, this paper makes two contributions. First, drawing on research on business model innovation, modeling languages and cognitive psychology, a theoretical model is proposed which identifies those characteristics of the BMC that drive its utility for idea generation. Second, an experimental design is proposed for testing the theoretical model and evaluating the BMC. The results are expected to generalize beyond the scope of the BMC, and thereby constitute a first step towards a “theory of modeling languages for business models”.

Keywords

Business model innovation, modeling language, cognitive fit, creativity.