



Special Session

The evolution of Product-Service Systems Business Models (PSS BM)

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Scope

Firms are increasingly moving “from products to solutions”. Recent studies suggest that companies, in order to be successful in this transformation, need to redesign their business model (BM) (Kindström and Kowalkowski, 2014). In addition, it is often assumed that firms choose just one type of PSS offering along the product-service continuum, and thus one BM only. However, it is common in industrial practice that companies manage the coexistence of multiple PSS offerings for different customer segments, and therefore need managing different BMs simultaneously (Benson-Rea et al., 2013). Both issues, however, have not yet received extensive attention from neither PSS research (Kowalkowski et al., 2015; Reim et al., 2015) nor business model research (Wirtz et al., 2015).

Moreover, the development and delivery of PSS often relies on a network of actors integrating different competences (Gebauer et al., 2013), which has an influence on the development of the business model (Frankenberger et al., 2013).

Therefore, this special session will focus on the conceptualization and empirical application of the BM perspective to the PSS domain, on the characterization of different PSS BM alternatives, on the management of multiple BMs, and on the role of the network dimension in shaping PSS BMs.

Topics/ Keywords

Suggested topics include:

- Theoretical foundations for PSS business models
- The evolution of PSS business models: incremental v. discontinuous, and proactive v. reactive change
- Modeling methods for PSS business models
- Implementation and application of PSS business models
- Lessons learnt on PSS business models from success and failure histories
- Management of multiple PSS business models
- The evolution of Internal and external organizational arrangements for PSS business models
- Relationship between business objectives and PSS business models: tensions and contradictions
- New trends in PSS Business Models

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Submission procedure

Acceptance of papers is based on review of the full manuscript (up to 6 pages). Instruction for authors are available on <http://ipss2016.unibg.it/>

To ensure the correct identification of the manuscript for inclusion into the correct Procedia Special Issue, it is important to select "**SI: 8th IPSS 2016**" for the "Article Type".

When submitting please indicate the name of the special session in the "**Comments**" section.

Please follow the submission procedure on: <http://ipss2016.unibg.it/>, with copy of your paper sent by email to the chairs of the special session.

Deadline for submission of full papers of special sessions: ~~15th December 2015~~ 15th January 2016

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