

CONFERENCE PROGRAM

NBM @ Sofia 2018



3^e International Conference on New Business Models

“New business models with impact:
Focused, scalable and international”

27-28 June 2018

**University of National and World Economy
Sofia, Bulgaria**

Address: Str. “8-mi dekemvri”, 1700 Sofia, Studentski grad, UNWE

#NBMSofia

#NBM18

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WELCOME FROM THE NBM @ SOFIA 2018 ORGANIZING COMMITTEE

Dear Friends,

It is a pleasure to welcome you all to the 3rd International Conference on New Business Models at the University of National and World Economy in Sofia, Bulgaria. We are looking forward to have engaging discussions spread over two days of the conference, followed hopefully by many more conversations afterwards. Please have a look at the rich conference program presented in the following pages, and thanks to all of you for your contribution.

In case of urgency, please note the following mobile phones and do not hesitate to contact us:

- Nikolay A. Dentchev: +32.477917121
- Abel Diaz Gonzalez: +32.484413091
- Philippe Eiselein: +32.478794051

We wish you a fruitful and enjoyable stay in the beautiful city of Sofia!

And please use in your social media communication the following hashtags:

#NBMSofia

#NBM18

Sincerely Yours,

Nikolay A. Dentchev, Vrije Universiteit Brussel
Philippe Eiselein, Vrije Universiteit Brussel
Abel Diaz Gonzalez, Vrije Universiteit Brussel
Neda Muzho, UNWE and Vrije Universiteit Brussel
Rumen Gechev, UNWE
Pencho Penchev, UNWE

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OVERVIEW OF SESSIONS AND SESSION CHAIRS

Please note that your submission is dedicated to one or more sessions, mentioned below. The order of these sessions is not necessarily chronological in the timing of the program. Each session may have specific organization, that may deviate from the listing of papers mentioned in the program (e.g. Session 5 plans to have 5 minute pitch per paper, and timing of paper presentation may deviate from what is mentioned on the program).

Session 1 (a, b)

"Theorizing and conceptualizing Business Models for the Circular Economy"

Jan Jonker, Radboud University Nijmegen, The Netherlands

Niels Faber, Radboud University Nijmegen, The Netherlands

Session 2 (a, b, c, d)

"New Business Models, Sustainable Development and Corporate Strategic Management"

Romana Rauter, Graz University, Austria

Michael Rachinger, Graz University of Technology, Austria

Christiana Müller, Graz University of Technology, Austria

Session 3

"Managing Business Ecosystems for NBM"

Wolfgang Vorraber, Graz University of Technology, Austria.

Matthias Mueller, Graz University of Technology, Austria.

Michael Rachinger, Graz University of Technology, Austria

Session 4 (a, b)

"Sustainability-Oriented Business Model Assessment (SUST-BMA): How to Assess and Manage the Sustainability Effects of Business Models?"

Florian Lüdeke-Freund, ESCP Europe Business School, Germany

Romana Rauter, Graz University, Austria

Martina Zimek, Graz University, Austria

Session 5 (a, b)

"Business & Society Paper Development Workshop: 'Collaborative Cross-Sector Business Models for Sustainability'"

Florian Lüdeke-Freund, ESCP Europe Business School, Germany

Esben R. G. Pedersen, Copenhagen Business School, Denmark

Irene Henriques, York University, Canada

Session 6 (a, b, c)

"New Perspectives on the Bottom of the Pyramid Strategies"

Nikolay A. Dentchev, Vrije Universiteit Brussel, Belgium

Laura Michelini, LUMSA University, Italy

Session 7 (a, b)

"Continued insights on Business Models from Young Academics"

Ivan Bozhikin, UNWE, Bulgaria

Martina Zimek, Graz University, Austria

Session 8

"University-based platforms in support of social entrepreneurship: new dynamics for challenging business models"

Abel Diaz Gonzalez, Vrije Universiteit Brussel, Belgium

Philippe Eiselein, Vrije Universiteit Brussel, Belgium

Nikolay Dentchev, Vrije Universiteit Brussel, Belgium

Session 9 (a, b)

Practical Perspectives on New Business Models

Maya Hoveskog, Halmstad University, Sweden

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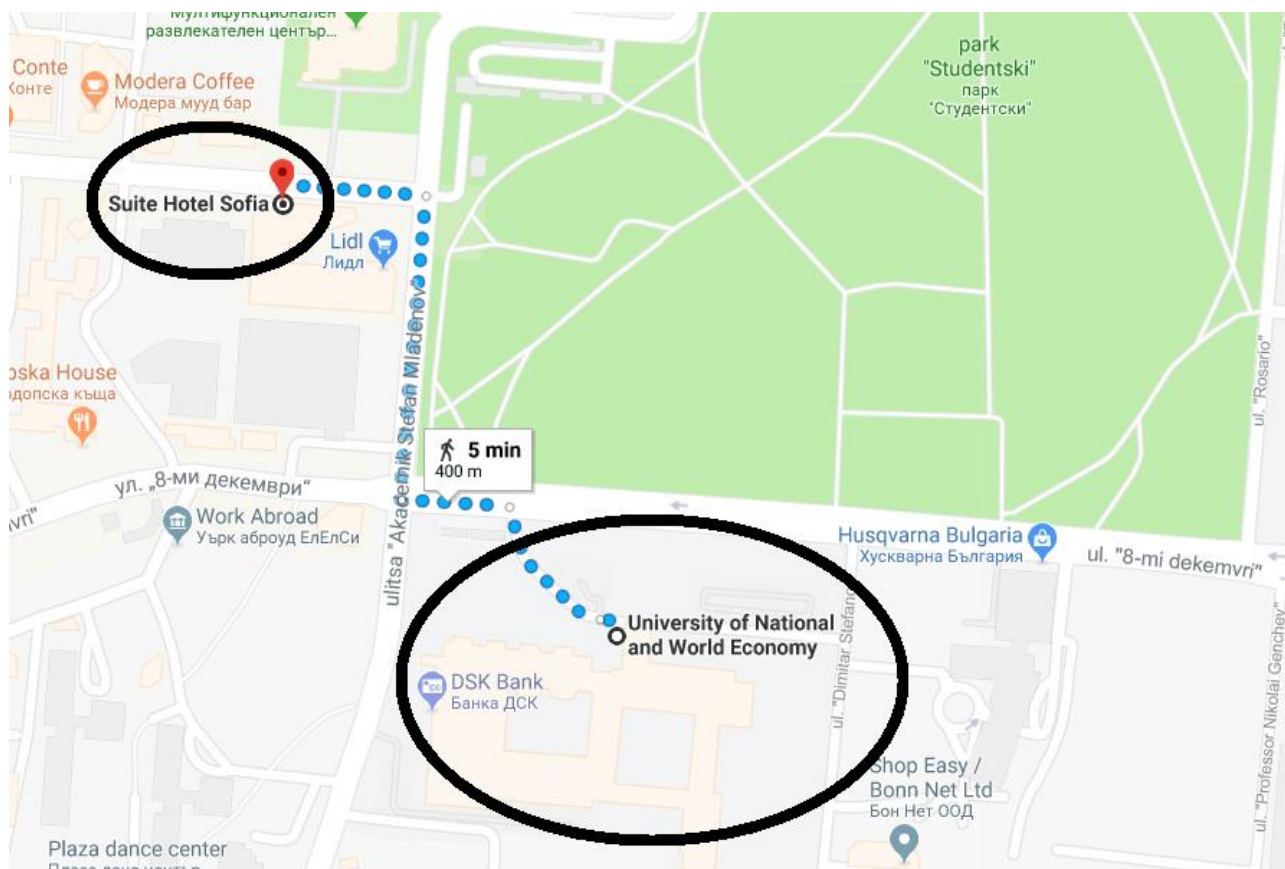
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Practical Information

Main Hotel and Lunch: **Suite Hotel Sofia**, Str. "Doctor Yordan Yosifov" 1A, 1700 Studentski grad, Sofia, Bulgaria

Conference Venue: **University of National and World Economy**, Str. "8-mi dekemvri", 1700 Studentski grad, Sofia, Bulgaria



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Tuesday, 26 June 2018

17:00 – 19:30 Welcome Drink @ Suite Hotel Sofia

Str. "Doctor Yordan Yosifov" 1A, 1700 Studentski grad, Sofia, Bulgaria

Wednesday, 27 June 2018

8:00am - 9:00am Registration

Foyer Aula Maxima UNWE, Str. "8-mi dekemvri", 1700 Student Town, Sofia, Bulgaria

9:00am - 10:30am Opening & Keynotes

- **Welcome** by Prof.dr. Nikolay A. Dentchev, Vrije Universiteit Brussel
- **Conference Opening** by Prof.dr. Statty Stattev, Rector of UNWE
- **Keynotes**

Aula Maxima

"Wicked problems and social media: How must business models adapt?"
by Prof. dr. Irene Henriques (York University, Canada; Co-editor Business & Society)

"The importance of sustainable business models"

by Mr. Karel Vanderpoorten (DG Internal Market, Industry, Entrepreneurship and SMEs. European Commission)

10:30am - 11:00am Coffee Break

Foyer Aula Maxima

11:00am - 12:30pm **Session 2a: New Business Models, Sustainable Development and Corporate Strategic Management**

Session Chair: **Romana Rauter**, University of Graz, Austria

Session Chair: **Michael Rachinger**, Graz University of Technology, Austria

Session Chair: **Christiana Müller**, Graz University of Technology, Austria

Circular Bioeconomy Business Models In Finnish SMEs

Dalia D'Amato^{1,2}, Simo Veijonaho¹, Anne Toppinen^{1,2}

¹University of Helsinki, Finland; ²Helsinki Institute of Sustainability Science (HELSUS), Finland

How the Leopards got Their Spots: A Typology of Corporate Responsibility Business Models

Oliver Laasch¹, Jonatan Pinkse²

Big Conference Room ¹University of Nottingham Ningbo, China; ²University of Manchester, UK

Unpacking Priorities of Agri-food Companies in Sweden: Insights from a Survey of Sustainable Business Models

Pia Ulvenblad, Henrik Barth, Maya Hoveskog, Per-Ola Ulvenblad

Halmstad University, Sweden

The Influence of Electric Mobility as a Sustainable Technology Towards More Sustainable Business Models

Michael Rachinger¹, Ines Korajman¹, Christiana Müller¹, Romana Rauter², Stefan Vorbach¹

¹Graz University of Technology; ²University of Graz, Austria

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11:00am - 12:30pm	Session 6a: New Perspectives on the Bottom of the Pyramid Strategies Session Chair: Nikolay Dentchev , Vrije Universiteit Brussel, Belgium Session Chair: Laura Michelini , LUMSA University, Italy New Models of Supply Chains for Multinationals in the Base of the Pyramid Garry D. Bruton¹, Chris Sutter², Geoff Kistruck³ ¹ TCU, USA; ² University of Miami, USA; ³ York University, Canada Rethinking the Base of the Pyramid business models engaging the poor in the value chain Krzysztof Dembek^{1,2}, Jodi York² ¹ Swinburne University, Australia; ² University of Melbourne, Australia. A New Career In A New Town: An Examination Of Syrian Refugee Entrepreneurs In The Netherlands And Germany Ronald C. Johnson, Cassandra Shaw American Public University, USA Leveraging Embedded Capital: Using a Co-creation Perspective in Base of the Pyramid Markets Urs Jager¹, Ted London² ¹ INCAE, Costa Rica; ² University of Michigan, USA
11:00am - 12:30pm	Session 7a: Continued insights on Business Models from Young Academics Session Chair: Ivan Bozhikin , UNWE, Bulgaria Session Chair: Martina Zimek , University of Graz, Austria Sustainable Education Campus in Spain Alexander Georgiev Dimitrov University of National and World Economy, Bulgaria Multi value creation and value based management in Humanitarian Action Laura K. Fritze, Bartjan J. W. Pennink University of Groningen, The Netherlands Time For New Relationships: Stakeholder Relationship Patterns Of Post-Growth Businesses Tobias Froese ESCP Europe Business School, Germany Research Of Consumer Attitudes Towards Mobile Marketing Communications Emil Kamenov Lyubenov University of National and World Economy, Bulgaria
12:30pm - 2:00pm	Lunch @ Suite Hotel Sofia Str. "Doctor Yordan Yosifov" 1A, 1700 Studentski grad, Sofia, Bulgaria
2:00pm - 3:30pm	Session 2b: New Business Models, Sustainable Development and Corporate Strategic Management Session Chair: Romana Rauter , University of Graz, Austria. Session Chair: Michael Rachinger , Graz University of Technology, Austria Session Chair: Christiana Müller , Graz University of Technology, Austria Corporate Sustainability of Farm-Based Biogas Producers: Insights for Developing Business Models and Cases for Sustainability Niklas P.E. Karlsson Halmstad University, Sweden Strategic Alignment of Objectives to Fostering Science-Based Sustainability Kaisa Manninen, Minttu Laukkanen, Janne Huiskonen Lappeenranta University of Technology, Finland Design Of Business Models For Socially Beneficial Goods In Low-income Markets Mirella Haldimann, Heiko Gebauer Eawag ETH, Switzerland Willingness to Innovate Business Models for Sustainability amongst Agricultural Businesses. Anna Hansson¹, Eja Pedersen², Maya Hoveskog¹ ¹ Halmstad University, Sweden; ² Lund University, Sweden

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2:00pm - 3:30pm	Session 5a: Business & Society Paper Development Workshop: ‘Collaborative Cross-Sector Business Models for Sustainability
	Session Chair: Florian Lüdeke-Freund , ESCP Europe Business School, Germany Session Chair: Esben R. G. Pedersen , Copenhagen Business School, Denmark Session Chair: Irene Henriques , York University, Canada
Room 2028	Fair profitability along Food Value Chains: Actors, mechanisms and experiences to promote rural growth and sustainable development
	Marcela Ciubotaru University of Siena, Italy
	Cross-sector partnerships and start-ups creation from a circular business model: the Alisea case
	Silvia Cantele University of Verona, Italy
	Conceptualizing Shared Sustainable Business Models – Illustrations From Swedish Energy
	Ivan Riumkin, Maria Bengtsson, Herman Stål Umeå School of Business, Economics, and Statistics, Sweden
	Exploring Collaborative Cross-Sector Networks in a Regional Context
	Vessela Warren¹, Mark Loon² ¹ University of Worcester, UK; ² Bath SPA University, UK
2:00pm - 3:30pm	Session 6b: New Perspectives on the Bottom of the Pyramid Strategies
	Session Chair: Nikolay Dentchev , Vrije Universiteit Brussel, Belgium Session Chair: Laura Michelini , LUMSA University, Italy
Small Conference Room	The Role of Business Model Experimentation for Overcoming Inter-Institutional and Intra-Institutional Difference in Bottom-of-the-Pyramid Innovations
	Alain Daou^{1,2}, Petra Andries³ ¹ American University of Beirut, Lebanon; ² KU Leuven, Belgium; ³ Ghent University, Belgium
	How Can Partnerships in Asymmetric Power Relations Be Achieved? A Case of H-JUMP!
	Jaehong Park¹, Sang-Joon Kim², Choi, Jae ho³ ¹ Hongik University, Republic of South Korea; ² Ewha Womans University, Republic of South Korea; ³ Hyundai Motor Company, Republic of South Korea.
	Business Model Innovation in Base-of-the-Pyramid Market Entry
	Ted London University of Michigan, United States of America
	Sustainable Value in the Base of the Pyramid
	Mark Alan Heuer¹ Stefan Seuring² ¹ Susquehanna University, United States of America ² University of Kassel, Germany.
3:30pm - 4:00pm	Coffee Break
Foyer Aula Maxima	
4:00pm - 5:00pm	Session 2c: New Business Models, Sustainable Development and Corporate Strategic Management
	Session Chair: Romana Rauter , University of Graz Session Chair: Michael Rachinger , Graz University of Technology, Austria Session Chair: Christiana Müller , Graz University of Technology, Austria
Big Conference Room	The Role of Innovative Low-carbon Business Models in European Decarbonisation Roadmaps to 2050
	Matilda Axelson Vrije Universiteit Brussel, Belgium
	Governance Mechanisms To Realize The Competitive Advantage Of Renewable Energy
	Neda Muzho UNWE, Bulgaria
	Dynamic Capabilities For A Circular Business Model Innovation
	Erwan Mouazan University of Vaasa, Finland

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4:00pm - 5:00pm	Session 5b: Business & Society Paper Development Workshop: 'Collaborative Cross-Sector Business Models for Sustainability' Session Chair: Florian Lüdeke-Freund , ESCP Europe Business School, Germany Session Chair: Esben R. G. Pedersen , Copenhagen Business School, Denmark Session Chair: Irene Henriques , York University, Canada
Room 2028	Permeable Circles of Collaboration: Towards an Open Collaborative Business Modelling Approach for Sustainability Inge Oskam, Jeroen Kraaijenbrink Amsterdam University of Applied Sciences, The Netherlands
	Collaborative Construction: How Institutional Entrepreneurs with limited Access to Resources Innovate to fill Institutional Voids in Emerging Markets Urs Jäger¹, Carlos Martinez² ¹ INCAE Business School, Costa Rica; ² University of St. Gallen, Switzerland
	New Business Models for New Buildings: Smart Buildings Business Model Innovation Lara Anne Hale Copenhagen Business School, Denmark
	WORKING APART TOGETHER. Towards a typology for communities addressing wicked problems Moniek Kamm^{1,2}, Niels Faber², Jan Jonker² ¹ Saxion UAS; ² Radboud University, The Netherlands
4:00pm - 5:00pm	Session 6c: New Perspectives on the Bottom of the Pyramid Strategies Session Chair: Nikolay Dentchev , Vrije Universiteit Brussel, Belgium Session Chair: Laura Michelini , LUMSA University, Italy
Small Conference Room	Exploring Sustainable Business Models for Entrepreneurs at the Base of the Pyramid: The Case for Highly Innovative Low-Technology Products Rodney C Shrader University of Illinois at Chicago, United States of America
	The varied nature of social-business tensions: Empirical evidence from India Elisabeth Niendorf¹, Karin Kreutzer¹, Amit Karna² ¹ EBS University, Germany; ² Indian Institute of Management Ahmedabad, India
	Information and Coordination Bottlenecks To The Development of Entrepreneurial Ecosystems In Developing Countries Gover Barja Daza Universidad Católica Boliviana, Bolivia
6:00pm Lobby Suite Hotel Sofia	Busses depart to City Centre for Guided Tour and Dinner
6:30pm – 7:30pm	Guided Tour in the City Centre (you need to join the bus to City Centre, cf. before)
7:30pm - 10:00pm	Conference Dinner Restaurant Moskovska 15 - Address: Str. Moskovska 15, 1000 Sofia

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11:00am - 12:30pm	Meet the Editors and Keynotes <ul style="list-style-type: none">Meet the Editors<ul style="list-style-type: none">Prof.dr. Pencho Penchev, UNWE, Bulgaria – Editor Economic AlternativesProf.dr. Niels Faber, University of Nijmegen, The Netherlands – Special Issue in the International Journal of CSRProf. dr. Irene Henriques, York University, Canada - Co-editor Business & Society; Special Issue on ‘Collaborative Cross-Sector Business Models for Sustainability’Prof.dr. Nikolay Dentchev, VUB, Belgium – Special Issue in Business & Society on ‘New Perspectives on the Bottom of the Pyramid Strategies’Prof.dr. Harry Bouwman, TU Delft, The Netherlands – Co-editor Telematics & InformaticsKeynotes<ul style="list-style-type: none">“Do Business Models matter?” By Prof.dr. Harry Bouwman (Delft University of Technology, The Netherlands)“New Business Models of 3D Printing that can save human lives” By Mr. Spas Kerimov (CEO Printivo, Bulgaria)
12:30pm - 2:00pm	Lunch @ Suite Hotel Sofia Doctor Yordan Yosifov" 1A, 1700 Studentski grad, Sofia, Bulgaria
2:00pm - 3:30pm	Session 1a: Theorizing and conceptualizing Business Models for the Circular Economy Session Chair: Jan Jonker, Radboud Universiteit Nijmegen, The Netherlands Session Chair: Niels Faber, Radboud University Nijmegen, The Netherlands Facilitating Sustainable Industrial Transitions in the Energy Intensive Industries: The Role of Business Models and Policies to Enable Decarbonisation Matilda Axelson Vrije Universiteit Brussel, Belgium Revenue models in the Belgian Sharing Economy: a study on entrepreneurship (of platform owners) and micro-entrepreneurship Karijn Bonne, Nicky Malfliet, Vicky Franssen, Christel De Maeyer, Marilyn Michels Artevelde University College, Belgium Multi-actor Multi-value creation in New Sustainable Business Models Wouter Feije van der Galiën, Bartjan Pennink University of Groningen, The Netherlands A Comparative Study on the Corporate Social Responsibility Practices of Global Clothing Retailers Nomindari Mendee Vrije Universiteit Brussel, Belgium
2:00pm - 3:30pm	Session 3: Managing Business Ecosystems for NBM Session Chair: Wolfgang Vorraber, Graz University of Technology, Austria Session Chair: Matthias Müller, Graz University of Technology, Austria Session Chair: Michael Rachinger, Graz University of Technology, Austria Building Ecosystems In Support Of Social Entrepreneurs Abel Diaz Gonzalez¹, Philippe Eiselein¹, Nikolay Dentchev^{1,2} ¹ Vrije Universiteit Brussel, Belgium; ² KULeuven, Belgium Cross-sector Ecosystem for Scaling Impact of Food Sharing Platforms Nikolay Dentchev¹, Laura Michelini², Cecilia Grieco³ ¹ Vrije Universiteit Brussel and KULeuven, Belgium; ² LUMSA University, Italy; ³ Tor Vergata University, Italy The importance of psychological support in ecosystem for BoP entrepreneurs: The UCB Case Diego R. Velarde Aramayo¹, Nikolay A. Dentchev^{2,3}, Abel Diaz Gonzalez² ¹ Universidad Católica Boliviana, Bolivia; ² Vrije Universiteit Brussel, Belgium; ³ KU Leuven, Belgium Towards Understanding and Managing Co-Creative Communities Matthias Müller, Wolfgang Vorraber, Wolfgang Slany Graz University of Technology, Austria

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<p>2:00pm - 3:30pm</p> <p>Room 2028</p>	<p>Session 4a: Sustainability-Oriented Business Model Assessment (SUST-BMA): How to Assess and Manage the Sustainability Effects of Business Models? Session Chair: Florian Lüdeke-Freund, ESCP Europe Business School, Germany Session Chair: Romana Rauter, University of Graz, Austria Session Chair: Martina Zimek, University of Graz, Austria</p> <p>Towards a Unified Theory for a Sustainable Business Innovation Strategy: How business model innovation drives a successful sustainable business strategy? Mauro (Morris) Dino Fedeli University of Southern Queensland, Australia</p> <p>Collaboration in Circular Innovative Business Models: Changing Roles in Partnerships Karen L Janssen, Frans Stel Avans University of Applied Science, The Netherlands</p> <p>Thinking Performance Assessment In A Service Based-Activity: Mobility Services Cases In France Romain Demissy¹, Loïc Aubrée², Olivier Blandin³, Aurélie Montigny², Sebastien Boucq⁴ ¹ATEMIS, France; ²Chaire Explorateur de la transition, La Catho, Lille, France; ³ATEMIS, France ; ⁴LADYSS Université Paris Diderot; ⁴Stratégreen, France</p> <p>CommunityHub: A Sustainable Business Model in Logistics Reinhold Schodl, Sandra Eitler University of Applied Sciences BFI Vienna, Austria</p>
<p>3:30pm - 4:00pm</p> <p>Foyer Aula Maxima</p>	<p>Coffee Break</p>
<p>4:00pm - 5:00pm</p> <p>Big Conference Room</p>	<p>Session 1b: Theorizing and conceptualizing Business Models for the Circular Economy Session Chair: Jan Jonker, Radboud Universiteit Nijmegen, The Netherlands Session Chair: Niels Faber, Radboud University Nijmegen, The Netherlands</p> <p>Smart Cities: Are Slowing Loop Initiatives The Solution To a Sustainable Future? Martina Pieternella de Buck, Bartjan Pennink University of Groningen, The Netherlands</p> <p>Circular Business Models In The Construction Industry Han van Son, Jan Jurriens Avans University of Applied Sciences, The Netherlands</p> <p>Exploring Business Models of Sustainability Pioneers - An Analysis of Case Studies in the Smartphone Industry Julia Zufall¹, Simon Norris¹, Stefan Schaltegger¹, Erik G. Hansen², Ferdinand Revellio^{1,2} ¹Leuphana University of Lüneburg, Germany; ²Johannes Kepler University Linz, Austria</p>
<p>4:00pm - 5:00pm</p> <p>Small Conference Room</p>	<p>Session 4b: Sustainability-Oriented Business Model Assessment (SUST-BMA): How to Assess and Manage the Sustainability Effects of Business Models? Session Chair: Florian Lüdeke-Freund, ESCP Europe Business School, Germany Session Chair: Romana Rauter, University of Graz, Austria Session Chair: Martina Zimek, University of Graz, Austria</p> <p>Mission Drift in Social Business Hybrids – The Relevance of Organizational Culture Jannes Kormann, Janina Sundermeier Freie Universität Berlin, Germany</p> <p>A Scale to Assess Business Models for Sustainability Francesco Rosati Technical University of Denmark (DTU), Denmark</p> <p>Towards a Conceptual Framework for the Assessment of Business Models for Sustainability - Prospects for Utilizing Existing Sustainability Assessment Methodologies from a Business Model Perspective Michael Peer University of Graz, Austria</p>

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4:00pm - 5:00pm	Session 8: University-based platforms in support of social entrepreneurship: new dynamics for challenging business models Session Chair: Abel Diaz Gonzalez , Vrije Universiteit Brussel, Belgium Session Chair: Philippe Eiselein , Vrije Universiteit Brussel, Belgium Session Chair: Nikolay Dentchev , Vrije Universiteit Brussel, Belgium
Room 2028	Evaluation of University-based Platforms in Support of Social Entrepreneurship Burcin Hatipoglu Bogazici University, Turkey Search Funds for Impact Investing Peter Elkins, Geoffrey Archer Royal Roads University, Canada Creation of Social Entrepreneurship HUBs in Bolivian Universities Maria Del Carmen Roman Roig Vrije Universiteit Brussel, Belgium
4:00pm - 5:00pm	Session 9b: Practical perspectives on New Business Models Session chair: Maya Hoveskog , Halmstad University, Sweden
Room 2032 A	Second purposes for used toilet paper Niké Vlasblom, Ruth Stijns Avans University of Applied Science, The Netherlands A collaboration between foundations and private parties in the fight against overweight and obesity among children Linda Spitters, Renske Reijnders, Tess van der Borgt. Avans University of Applied Science, The Netherlands Who you are defines what you do; personal values and scaling social enterprises. Philippe Eiselein, Nikolay A. Dentchev Vrije Universiteit Brussel, Belgium
5:15pm - 6:00pm	Conference Closing
Aula Maxima	Reflections on NBM @ Sofia 2018 by Prof. dr. Jan Cornelis, Pro Vice-Rector Internationalization, Vrije Universiteit Brussel, Belgium Welcome to NBM @ Berlin 2019 by Prof.dr. Florian Lüdeke-Freund, ESCP Europe Business School, Germany Closing Remarks by Prof.dr. Nikolay A. Dentchev, Vrije Universiteit Brussel, Belgium

HAVE A SAFE TRIP BACK HOME, AND LOOKING FORWARD TO SEE YOU AT NBM @ BERLIN 2019!