



## CONFERENCE PROGRAMME



2<sup>nd</sup> International Conference on New Business Models  
NBM@Graz2017 | <https://new-business-models.uni-graz.at/en/>

Graz, June 20-23, 2017

Version as of: 2017-06-08 (Subject to change)

Conference Venue: Hotel "Das Weitzer" <https://new-business-models.uni-graz.at/en/venue/> | Grieskai 12-16, A-8020 Graz, Austria

Supported by:



## Tuesday June 20, 2017

18:00 - 19:30

*Welcome Drink & Get-together University's Botanical Garden*

## Wednesday June 21, 2017

08:00-09:00

*Registration and Business Breakfast*

09:00-10:00

*Room Riverside*

**Conference Opening**

10:00-11:00

**Keynote Mr. Maurits Groen  
Co-Founder and CEO of WakaWaka**

**Title: "Sharing the Sun through a sustainable business model  
...and why we need more of those."**

11:00-11:30

*Coffee break*

11:30-12:30

**Keynote Mr. Antony Upward  
Co-Founder of the Strongly Sustainable Business Model Community**

**Title: "Embracing the normative in business modelling:  
What does a successful new business model need to describe?"**

12:30-13:30

*Lunch Hotel Weitzer (regional buffet)*

13:30-15:30	Room Riverside	Room Nikolai	Room Galerie	Room Deep Purple
	<p align="center"><b><u>SESSION 3</u></b></p> <p align="center"><b>Managing Sustainability-Oriented Business Models: Frameworks, Tools, and Cases</b></p> <p align="center">Session Chairs: Florian Lüdeke-Freund, Esben Rahbek Gjerdrum Pedersen</p>	<p align="center"><b><u>SESSION 1</u></b></p> <p align="center"><b>Organising Business Models for the Circular Economy</b></p> <p align="center">Session Chairs: Jan Jonker, Niels Faber</p>	<p align="center"><b><u>SESSION 5</u></b></p> <p align="center"><b>Business Models in the Age of Digitalisation</b></p> <p align="center">Session Chairs: Christiana Müller, Wolfgang Vorraber, Josef-Peter Schöggel, Romana Rauter</p>	<p align="center"><b><u>WORKSHOP #3</u></b></p> <p align="center"><b>Exploring a Systems Dynamics Model for the Circular Economy</b></p> <p align="center">Workshop by Hans Stegeman (Start: 13:30, max. 90 minutes)</p>
15:30-16:00	<i>Coffee break</i>			
16:00-18:00	Room Riverside	Room Nikolai	Room Galerie	Room Deep Purple
	<p align="center"><b><u>SESSION 3 (cont.)</u></b></p> <p align="center"><b>Managing Sustainability-Oriented Business Models: Frameworks, Tools, and Cases</b></p> <p align="center">Session Chairs: Florian Lüdeke-Freund, Esben Rahbek Gjerdrum Pedersen</p>	<p align="center"><b><u>SESSION 2</u></b></p> <p align="center"><b>New Business Models, Sustainable Development and Corporate Strategic Management</b></p> <p align="center">Session Chairs: Rupert J. Baumgartner, Romana Rauter, Morgane C. Fritz</p>	<p align="center"><b><u>SESSION 5 (cont.)</u></b></p> <p align="center"><b>Business Models in the Age of Digitalisation</b></p> <p align="center">Session Chairs: Christiana Müller, Wolfgang Vorraber, Josef-Peter Schöggel, Romana Rauter</p>	<p align="center"><b><u>WORKSHOP #1</u></b></p> <p align="center"><b>Designing Sustainable Businesses with the Honeycomb Business Model Design Tool: Stakeholder cells</b></p> <p align="center">Workshop by Karen Miller (Start: 16:00, max. 90 minutes)</p>
19:30-21:30	<i>Conference Dinner Landhaus Ruckerlberg</i>			

## Thursday June 22, 2017

<b>08:00-09:00</b>	<i>Registration and Business Breakfast</i>				
<b>09:00-11:00</b>	Room Riverside	Room Nikolai	Room Galerie	Room Deep Purple	Room Atrium
	<p style="text-align: center;"><b><u>SESSION 3 (cont.)</u></b></p> <p style="text-align: center;"><b>Managing Sustainability-Oriented Business Models: Frameworks, Tools, and Cases</b></p> <p style="text-align: center;">Session Chairs: Florian Lüdeke-Freund, Esben Rahbek Gjerdrum Pedersen</p>	<p style="text-align: center;"><b><u>SESSION 2 (cont.)</u></b></p> <p style="text-align: center;"><b>New Business Models, Sustainable Development and Corporate Strategic Management</b></p> <p style="text-align: center;">Session Chairs: Rupert J. Baumgartner, Romana Rauter, Morgane C. Fritz</p>	<p style="text-align: center;"><b><u>SESSION 4</u></b></p> <p style="text-align: center;"><b>Business Models for Social Entrepreneurship</b></p> <p style="text-align: center;">Session Chairs: Nikolay Dentchev, Philippe Eiselein</p>	<p style="text-align: center;"><b><u>WORKSHOP #4</u></b></p> <p style="text-align: center;"><b>Identifying Value Opportunities with the Sustainable Value Analysis Tool</b></p> <p style="text-align: center;">Workshop by Doroteya Vladimirova (facilitator) and Miying Yang (Start: 09:00, max. 90 minutes)</p>	<p style="text-align: center;"><b><u>SESSION 7</u></b></p> <p style="text-align: center;"><b>Insights on Business Models from Young Academics</b></p> <p style="text-align: center;">Session Chairs: Martina Zimek, Aisma Linda Kiesnere, Ivan Bozhikin</p>
<b>11:00-11:30</b>	<i>Coffee break</i>				
<b>11:30-12:30</b>	<i>Room Riverside</i>				
	<p style="text-align: center;"><b>Keynote Mr. Jan Jonker</b> Professor of Corporate Sustainability, Nijmegen School of Management, Radboud University, The Netherlands</p> <p style="text-align: center;">Title: "Transforming Business Models Sustainable. Inclusive. Circular."</p>				
<b>12:30-13:30</b>	<i>Lunch Hotel Weitzer (regional buffet)</i>				

	Room Riverside	Room Nikolai	Room Galerie	Room Deep Purple	Room Atrium
13:30-15:30	<p><b><u>SESSION 1 (cont.)</u></b></p> <p><b>Organising Business Models for the Circular Economy</b></p> <p>Session Chairs: Jan Jonker, Niels Faber</p>	<p><b><u>SESSION 2 (cont.)</u></b></p> <p><b>New Business Models, Sustainable Development and Corporate Strategic Management</b></p> <p>Session Chairs: Rupert J. Baumgartner, Romana Rauter, Morgane C. Fritz</p> <p>(13:30-14:30)</p>	<p><b><u>SESSION 6</u></b></p> <p><b>Crafting Regional Business Models</b></p> <p>Session Chair: Moniek Kamm</p>	<p><b><u>WORKSHOP #2</u></b></p> <p><b>Values-Based Innovation Management – Tools and Methods to Innovate by What We Care About</b></p> <p>Workshop by Florian Lüdeke-Freund (facilitator) and Henning Breuer</p> <p>(Start: 13:30, max. 90 minutes)</p>	<p><b><u>SESSION 7</u></b></p> <p><b>Insights on Business Models from Young Academics</b></p> <p>Session Chairs: Martina Zimek, Aisma Linda Kiesnere, Ivan Bozhikin</p>
	<p><b><u>SESSION 8</u></b></p> <p><b>When business models have to be explained in corporate reporting</b></p> <p>Session Chair: Stéphane Trébuçq</p> <p>(14:50-15:30)</p>				
15:30-16:00	<i>Coffee break</i>				

	Room Riverside	Room Nikolai	Room Galerie	Room Deep Purple	Room Atrium
<b>16:00-17:00</b>	<p><b><u>SESSION 1 (cont.)</u></b></p> <p><b>Organising Business Models for the Circular Economy</b></p> <p>Session Chairs: Jan Jonker, Niels Faber</p>	<p><b><u>SESSION 8</u></b></p> <p><b>When business models have to be explained in corporate reporting</b></p> <p>Session Chair: Stéphane Trébucq</p>			
<b>17:00-18:00</b>	<p><b>Conference Closing Ms. Romana Rauter</b>  Chairperson NBM@Graz2017, Assistant Professor, University of Graz</p>				
<b>18:30-20:30</b>	<p><i>City tour Graz (optional but with registration; starting point: Hotel Weitzer)</i></p>				

### Friday June 23, 2017

<b>08:00-13:00</b>	<p><i>Tour Sappi Gratkorn (optional but with registration; starting point: Hotel Weitzer)</i></p>
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## Session 1: Changing Business Models for the Circular Economy

Session Chairs: Jan Jonker, Niels Faber

Date	Time	Room	Slot	Sub#	Title	Author(s)
21.06.2017 13:30-15:30	<b>Session 1 Part I: Business Models for the Circular Economy</b>					
	13:30-13:50	<b>Room Nikolai</b>	1	118	Business Models for the Circular Economy: Developing a typology based on existing literature	Jonker, Jan*; Stegeman, Hans
	13:50-14:10		2	125	Value Creation and Circular Business Models – What makes a circular business model circular?	Brennan, Geraldine*; Blomsma, Fenna
	14:10-14:30		3	126	Business Model Innovation in Sharing Economy: a benchmark approach	Ranjbari, Meisam*; Morales-Alonso, Gustavo; Carrasco-Gallego, Ruth; Grijalvo, Mercedes
	14:30-14:50		4	165	The evolution of waste exchange platforms' business models	Ciulli, Francesca; Güvendik, Merve*; Kolk, Ans
	14:50-15:10		5	138	How to identify and engage stakeholders to build sustainable business models?	Fritz, Morgane Marie Caroline*; Rauter, Romana
	15:10-15:30		6	192	A new business model for industrial symbiosis facilitator	Maqbool, Amtul Samie*; Ogé, Stéphane; Van Eetvelde, Greet

*\*presenting author(s)*

22.06.2017 13:30-15:30	Session 1 Part II: Value creation in the context of Circular Economy					
	13:30-13:50	Room Riverside	7	128	The role of circular business models (CBMs) in creating sustainable prosperity	Brennan, Geraldine*; Alexander, Anthony
	13:50-14:10		8	132	Collaborative Value Creation in Innovation Projects for a Circular City	Oskam, Inge Flora*; Bossink, Bart; de Man, Ard-Pieter
	14:10-14:30		9	162	A Typology of Customer Value Creation in Circular Business Models	Mouazan, Erwan*
	14:30-14:50		10	166	Quick scan for the social impact of reuse scenarios in a circular economy	Slaats, Yanti; Oskam, Inge Flora*
	14:50-15:10		11	163	Crafting a Sustainable Business: Applying the Circular Economy and Experience Economy to the Design of Cloud City's Spirit Center	Köhler, Josefine*; Lameiras Barrera, David; Sanchez Levoso, Ana; Adhikari, Biraj; Lehmann, Martin; Guldmann, Eva
	15:10-15:30		12	207	Unfolding challenges of business model innovation towards circular economy: The case of the fashion industry	Hvass, Kerli Kant*

22.06.2017 16:00-17:00	Session 1 Part III: Changing Business Models					
	16:00-16:20	Room Riverside	13	186	Barriers to new business model innovation in the context of the circular economy – a literature review and conceptualization	Köhl, Anna N.*; Stuchtey, Martin R.
	16:20-16:40		14	149	Changing Economic Model: What consequences for Business Model?	Demissy, Romain*; Le Dilosquer, Pierre-Yves
	16:40-17:00		15	159	Modelling interconnected business models in the circular economy value chain: The story of portable batteries	Lyytinen, Tatu*; Levänen, Jarkko



## Session 2: New Business Models, Sustainable Development and Corporate Strategic Management

Session Chairs: Rupert J. Baumgartner, Romana Rauter, Morgane C. Fritz

Date	Time	Room	Slot	Sub#	Title	Author(s)
21.6.2017 16:00-18:00	<b>Session 1 Part I: Business Models and Corporate Strategy</b>					
	16:00-16:20	Room Nikolai	1	170	Translating the Sustainable Development Goals into Societal Value Contributions of Businesses	Stappmanns, Fiona V.*; Bereuther, Tabea
	16:20-16:40		2	157	Transition to Business Models for Sustainability: Link between sustainability awareness and business model innovation	Kiesnere, Aisma Linda*; Rauter, Romana; Baumgartner, Rupert J.
	16:40-17:00		3	185	Factors influencing the success of business model innovation: Dynamic capabilities and environmental dynamism	Rezazadeh, Arash*; Carvalho, Ana
	17:00-17:20		4	203	New business models of transforming Finnish forest-based sector: Companies' perspective to sustainability considerations	Näyhä, Annukka*
	17:20-17:40		5	116	New business models in the Nordic wood construction towards 2030	Toppinen, Anne*; Sauru, Miska; Autio, Minna; Berghäll, Sami
			Discussion time (max. 18:00)			

*\*presenting author(s)*

22.6.2017 09:00-11:00		Session 2 Part II: Examples of Business Models in the Context of Sustainable Development				
9:00-09:20	Room Nikolai	6	168	Technology Shifts as a Catalyser for Business Model Innovation	Vorbach, Stefan*; Müller, Christiana; Rachinger, Michael; Wipfler, Harald	
09:20-09:40		7	178	Open innovation, absorptive capacity and strategic cooperation: An approach to the transactional structure of business models	Leitao, Joao*	
09:40-10:00		8	164	A Collaborative Energy System – How Business Models of the Sharing Economy Affect the Energy Sector	Plewnia, Frederik*; Günther, Edeltraud	
10:00-10:20		9	179	Business models for optimizing solar energy use	Hart, Patrick*; Hatzl, Stefanie; Fleiß, Eva; Brudermann, Thomas; Posch, Alfred	
10:20-10:40		10	124	The Influence of Sustainable Technologies on Elements of Business Models - The Example of the Fuel Cell in the Automotive Industry	Rachinger, Michael*; Vorbach, Stefan; Wipfler, Harald; Müller, Christiana	
10:40-11:00		11	197	A Sustainable Business Model Pattern Language - 45 Patterns to Support Sustainability-Oriented Business Model Innovation	Lüdeke-Freund, Florian*; Carroux, Sarah; Joyce, Alexandre; Massa, Lorenzo; Breuer, Henning	

22.6.2017 13:30-14:30		Session 2 Part III: New Business Models in Various Contexts				
13:30-13:50	Room Nikolai	12	111	Business models strategies of frugal green technologies and innovations	Arnold, Marlen Gabriele*	
13:50-14:10		13	136	“Is Time Money”? Implications of the Democratic Workplace for New Business Models	Melara, Fabiana; Macke, Janaina*; Rauter, Romana	
14:10-14:30		14	122	Getting the big picture: business model and stakeholders as a whole	Vernizzi, Silvia*; Moggi, Sara; Cantele, Silvia; Beretta Zanoni, Andrea	

## Session 3: Managing Sustainability-Oriented Business Models: Frameworks, Tools, and Cases

Session Chairs: Florian Lüdeke-Freund, Esben Rahbek Gjerdrum Pedersen

Date	Time	Room	Slot	Sub#	Title	Author(s)
21.06.2017 13:30-15:30	<b>Session 3 Part I: Managing transitions towards multiple value creation through BMfS</b>					
	13:30-13:50	<b>Room Riverside</b>	1	103	Case study of how one Australian company is implementing and managing the B Corp model	Stubbs, Wendy*
	13:50-14:10		2	140	Business Models as Activity Systems. Unravelling multiple value creation in organizations.	van Blitterswijk, Herman*; Jonker, Jan
	14:10-14:30		3	167	Building Value Propositions for Multiple Stakeholders	Vladimirova, Doroteya*
	14:30-14:50		4	107	The Roles of Business Models in Sustainability Transitions: Car Sharing in Sydney	Meijer, L.L.J.*; Schipper, F.; Huijben, J.C.C.M
	14:50-15:10		5	113	Managing Business Model Innovation: the Case of a Social Enterprise in the Electricity Market	Halila, Fawzi*; Hoveskog, Maya; Danilovic, Mike; Olofsson, Sandra
	15:10-15:30		6	115	Sustainable business models for packaging waste management: a step towards building up a circular economy	Bozhikin, Ivan Atanasov*; Dentchev, Nikolay

*\*presenting author(s)*

<b>21.06.2017 16:00-18:00</b>	<b>Session 3 Part II: Managing macro (network) and micro (personal) levels of BMfS</b>					
	16:00-16:20	<b>Room Riverside</b>	7	121	Network business models for sustainable innovation: a case study in the bio-based economy	Cantele, Silvia*; Moggi, Sara; Vernizzi, Silvia; Campedelli, Bettina
	16:20-16:40		8	133	The role of networks in business model innovation: three shaping processes supporting cognitive shifts	Oskam, Inge Flora*; de Man, Ard-Pieter; Bossink, Bart
	16:40-17:00		9	176	Human Capital Management in Support of Sustainable Business Model Innovations: A Systematic Review	Hatipoglu, Burcin*
	17:00-17:20		10	169	The missing link in business models for sustainability? Lessons from the sharing economy	Godelnik, Raz*
	17:20-17:40		11	120	Market characteristics moderating the spread of a business model – the case of a solar energy and the TPO business model	Wadin, Jessica*; Ahlgren, Kajsa; Bengtsson, Lars
17:40-18:00	12		173	Multibusiness, decentralized companies and transition to sustainable business models	Ciulli, Francesca*; Kolk, Ans	

<b>22.06.2017 09:00-11:00</b>	<b>Session 4 Part III: Managing business model innovation for sustainability</b>					
	09:00-09:20	<b>Room Riverside</b>	13	152	Investigating the relationship between sustainability and business model innovation in the context of the European food industry	Rosati, Francesco; Pedersen, Esben Rahbek Gjerdrum
	09:20-09:40		14	196	Micro-foundations of sustainable business model innovation: the role of managerial cognition in the development of sustainable business models	Ringvold, Kristin
	09:40-10:00		15	171	Managing sustainability-oriented business model innovations: A global perspective	Singh, Jagdeep*; Shapley, Matthew; Cooper, Tim
	Discussion time (max. 11:00)					

## Session 4: Business Models for Social Entrepreneurship

Session Chairs: Nikolay Dentchev, Philippe Eiselein

Date	Time	Room	Slot	Sub#	Title	Author(s)
<b>22.06.2017</b> <b>09:00-11:00</b>	09:00-09:20	<b>Galerie</b>	1	117	How can B Corps build effective partnerships to scale up their social impacts for a sustainable society?	Edwards, Melissa; Stubbs, Wendy*; Starik, Mark
	09:20-09:40		2	194	“What can social entrepreneurs learn from “non-economic” shared value creation?”	Nestler, Max*; Pennink, Bartjan
	09:40-10:00		3	154	Sustainable entrepreneurship, responsible innovation, and new business models: The role of investors in managing socio-ethical issues	Long, Thomas Benjamin*; Blok, Vincent
	10:00-10:20		4	193	Universities’ central role as incubator in social entrepreneurial ecosystems	Eiselein, Philippe*; Dentchev, Nikolay; Diaz Gonzalez, Abel
	10:20-10:40		5	195	Towards New Business Models – On Push and Pull (F)Actors of Social Entrepreneurship and Value Contribution	Gringhuis, Robin*; Pennink, Bartjan
	10:40-11:00		6	151	How to facilitate social entrepreneurship for developing circular economy into territories? Feedbacks from systemic design methodology applied to the Nouvelle Aquitaine Region	Real, Marion*; Lizarralde, Iban

*\*presenting author(s)*

## Session 5: Business Models in the Age of Digitalisation

Session Chairs: Christiana Müller, Wolfgang Vorraber, Josef-Peter Schöggl, Romana Rauter

Date	Time	Room	Slot	Sub#	Title	Author(s)
21.6.2017 13:30-15:30	<b>Session 5 Part I: Changing Business Models in the Context of Digitalisation</b>					
	13:30-13:50	Room Galerie	1	105	Designing an ICT tooling platform to support the needs of SMEs in business model innovation	de Reuver, Mark; Haaker, Timber; Breitfuss, Gert; Roelfsema, Melissa; Kosman, Ruud; Heikkila, Marikka; Tarkus, Astrid*
	13:50-14:10		2	134	Changing business models arising from digital transformation: A best practice case study based on two Austrian companies	Stabauer, Petra*; Breitfuss, Gert*; Lassnig, Markus
	14:10-14:30		3	181	Towards a better understanding of digitalization and its influence on business model innovation	Vorraber, Wolfgang*; Breslmair, Gundhille; Mueller, Christiana; Rachinger, Michael; Rauter, Romana; Schirgi, Eva
	14:30-14:50		4	101	Quantified Cars: An exploration of the position of ICT start-ups vs. car manufacturers towards digital car services and sustainable business models	Kaiser, Christian; Stocker, Alexander; Viscusi, Gianluigi*; Festl, Andreas; Mörtl, Peter; Glitzner, Michael
	14:50-15:10		5	112	Data Market Austria – Austria's First Digital Ecosystem for Data, Businesses, and Innovation	Traub, Matthias*; Gursch, Heimo; Lex, Elisabeth; Kern, Roman
			Discussion time (max. 15:30)			

*\*presenting authors(s)*

<b>21.6.2017</b> <b>16:00-18:00</b>	<b>Session 5 Part II: Examples of Business Models in the Context of Digitalisation</b>					
	16:00-16:20	<b>Room</b> <b>Galerie</b>	6	182	Crypto Currency and Hybrid Banking - Exploring community-based business models enabling multi-value transactions fostering sustainability	Faber, Niels*; Jonker, Jan
	16:20-16:40		7	145	Bringing Big Data to Adolescence – Specifying Business Models by Practice	Stern, Hermann*; Dennerlein, Sebastian; Pammer-Schindler, Viktoria; Ginhör, Robert; Breitfuß, Gert;
	16:40-17:00		8	155	The Relational Factors Affecting The Transition To New Business Models	Ebadzadeh Semnani, Sarah*; Nord, Tomas
	17:00-17:20		9	130	Sharing platforms in the hotel industry: how sustainable are they?	Leenheer, Jorna*; Kuijten, Marco
			Discussion time (max. 18:00)			

## Session 6: Crafting Regional Business Models

Session Chair: Moniek Kamm

Date	Time	Room	Slot	Sub#	Title	Author(s)
<b>22.6.2017</b> <b>13:30-15:30</b>	13:30-13:50	<b>Room</b> <b>Galerie</b>	1	119	Building and Animating a Regional Business Model Shifting Display? The Hauts-de-France Case First Results	Demissy, Romain*; Ledez, Simon
	13:50-14:10		2	150	The role of regional/community-based business models in the transition towards mercury-free artisanal gold mining	Fritz, Morgane Marie Caroline*
	14:10-14:30		3	153	Learning by doing: designing case study research for the exploration of strategy formation in hubs	Kamm, Moniek*; Jonker, Jan; Faber, Niels R.
	14:30-14:50		4	191	Industrial Symbiosis: How to assess and link the multiplicity of business models initiated by a synergy?	Ogé, Stéphane*; Bredimas, Alexandre
	14:50-15:10		5	127	A network approach to value creation: exploring how Adnams Plc have used their influence to crafted regional business models	Brennan, Geraldine*; Tennant, Mike
			Discussion time (max. 15:30)			

*\*presenting author(s)*



## Session 7: Insights on Business Models from Young Academics

Session Chairs: Martina Zimek, Aisma Kiesnere, Ivan Bozhikin

Date	Time	Room	Slot	Sub#	Title	Author(s)
22.6.2017 09:00-11:00	<b>Session 7 Part I: Insights on Business Models from Young Academics</b>					
	09:00-09:20	<b>Room Atrium</b>	1	135	Transition of business models towards business models for sustainability	Stabauer, Petra*
	09:20-09:40		2	144	The impact of digitalization on business models - An analysis from a sustainability point of view	Bruckner, Gerald*
	09:40-10:00		3	148	Closing loops in "Cloud City": analyzing the potential as a processing nucleus for a zero-organic waste district in Aalborg	Zimbron Escutia, Erick*; Lehmann, Martin
	10:00-10:20		4	146	Circular Supply Process of Reused Steel	de Groot, Lieke*
	10:20-10:40		5	141	Arranging a circular demand for reused steel	Akkermans, Aniek*
	10:40-11:00		6	139	Reused steel available 'off the shelves'	Muffels, Nadine Juliette Eline*

*\*presenting author(s)*

<b>22.6.2017</b> <b>13:30-15:30</b>	<b>Session 7 Part II: Insights on Business Models from Young Academics</b>					
	13:30-13:50	<b>Room Atrium</b>	7	129	Social Entrepreneurship and its Values: A Complexity Perspective	Gutsch, Dieter*
	13:50-14:10		8	108	Innovative business models for industrial symbiosis of biomass by-products	Gramlich, Elisa*
	14:10-14:30		9	110	Business model and establishment of pathways towards sustainable lifestyles	Jaklová, Kristýna;* Utz, Dornberger
	14:30-14:50		10	160	New Business Models in Entrepreneurship Education	Seidenberger, Alexander*; Taferner, Remo; Bergner, Sabine; Rybnicek, Robert
			Discussion time (max. 15:30)			

## Session 8: When business models have to be explained in corporate reporting

Session Chair: Stéphane Trébucq

Date	Time	Room	Slot	Sub#	Title	Author(s)
22.6.2017 14:50-15:30	<b>Session 8 Part I: When business models have to be explained in corporate reporting</b>					
	14:50-15:10	Nikolai	1	175	When French Companies Adopt Integrated Reporting: Any Business Model (BM) and New Business Model (NBM) at the Horizon ?	Trebucq, Stéphane*; Magnaghi, Elisabetta
	15:10-15:30		2	172	Sustainable finance: New share trade model using virtual currencies	Pietrewicz, Leslaw Tadeusz*

22.6.2017 16:00-17:00	<b>Session 8 Part II: Examples of Business Models in the Context of Digitalisation</b>					
	16:00-16:20	Room Nikolai	4	189	IIRC's Business Model conception for integrated reporting: confrontation and comparison with academic literature	Magnaghi, Elisabetta; Trébucq, Stéphane*; Ndiaye, Issa
	16:20-16:40		5	206	Reporting 3.0 Blueprint Work Ecosystem	Thurm, Ralph Andreas*
			Discussion time (max. 17:00)			

*\*presenting author(s)*