



CONFERENCE PROGRAMME



2nd International Conference on New Business Models NBM@Graz2017

Graz, June 20-23, 2017

Version as of: 2017-06-19

Supported by:



Dear participants,

Welcome to the 2nd International Conference on New Business Models at Graz.

This programme leads you through the conference by providing you a general overview as well as the detailed structure of all sessions and workshops.

The conference venue is Hotel "Das Weitzer", Grieskai 12-16, 8020 Graz, in the city centre. We spend here both days, June 21 and 22, 2017, except for the social programme.

The activities alongside the two day's programme take place as follows:

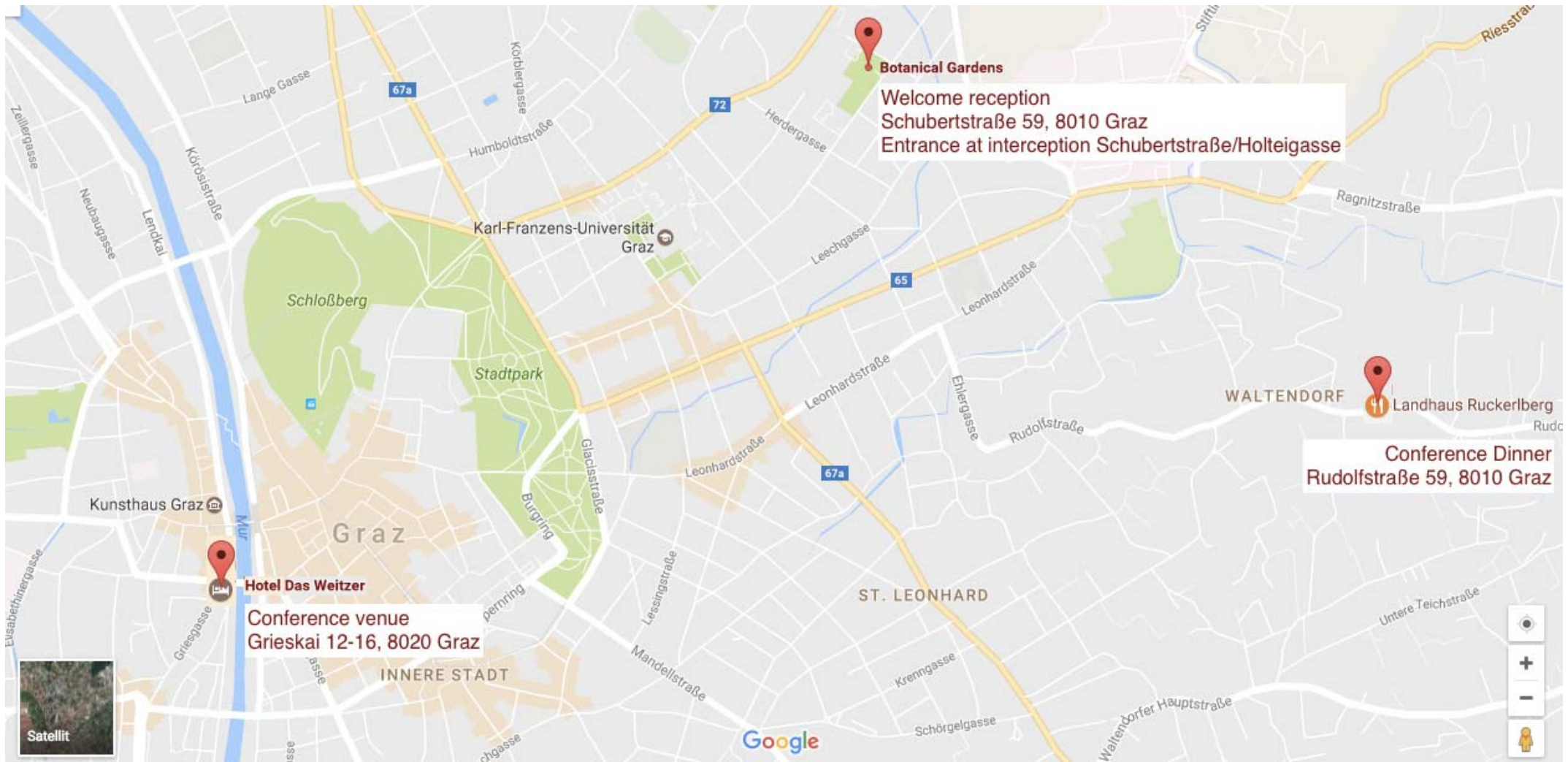
- The welcome drink (June 20, 2017) takes place at the Botanical Garden of the University of Graz, Schuberstraße 59, 8010 Graz.
- The conference dinner (June 21, 2017) takes place at "Landhaus Ruckerlberg", Rudolfstraße 59, 8010 Graz.
- The city tour (Thursday afternoon, June 22, 2017) as well as the field trip to Sappi (Friday morning, June 23, 2017) start directly in front of the entry of Hotel "Das Weitzer".

In case of emergency during the conference please call: Romana Rauter +43 (0)650 58 40 656 (mobile phone).

We wish each and every one of us a successful, interesting, and comfortable conference and a pleasant stay in Graz!

Yours,

Romana Rauter, Martina Zimek, Aisma Kiesnere, and Rupert Baumgartner
The organizing committee of NBM@Graz2017



Tuesday June 20, 2017

18:00 - 19:30

*Welcome Drink & Get-together University's Botanical Garden
Address: Schubertstraße 59, A-8010 Graz*

Wednesday June 21, 2017

08:00-09:00

*Registration and Business Breakfast
Hotel Das Weitzer, Address: Grieskai 12-16, A-8020 Graz, Austria*

Room Riverside

09:00-10:00

Conference Opening

Ass.-Prof. Dr. Romana Rauter
Chair of the conference
Institute of Systems Sciences, Innovation and Sustainability Research, University of Graz

Rector Univ.-Prof. Dr. Christa Neuper
Rector of University of Graz

Dean Univ.-Prof. Dr. Barbara Gasteiger-Klicpera
Dean of the Faculty of Environmental, Regional and Educational Sciences, University of Graz

Representative from Mayor's office
Office of the Mayor Mr. Siegfried Nagl, City of Graz

Univ.-Prof. Dr. Rupert Baumgartner
Head of the Institute of Systems Sciences, Innovation and Sustainability Research and
Vice-Dean of the Faculty of Environmental, Regional and Educational Sciences, University of Graz

10:00-11:00	<p style="text-align: center;">Keynote Mr. Maurits Groen Co-Founder and CEO of WakaWaka</p> <p style="text-align: center;">Title: "Sharing the Sun through a sustainable business model ...and why we need more of those."</p>
11:00-11:30	<i>Coffee break</i>
11:30-12:30	<p style="text-align: center;">Keynote Mr. Antony Upward Co-Founder of the Strongly Sustainable Business Model Community</p> <p style="text-align: center;">Title: "Embracing the normative in business modelling: What does a successful new business model need to describe?"</p>
12:30-13:30	<i>Lunch Hotel Das Weitzer (regional buffet)</i>

13:30-15:30	Room Riverside	Room Nikolai	Room Galerie	Room Deep Purple
	<p style="text-align: center;"><u>SESSION 3</u></p> <p style="text-align: center;">Managing Sustainability-Oriented Business Models: Frameworks, Tools, and Cases</p> <p style="text-align: center;">Session Chairs: Florian Lüdeke-Freund, Esben Rahbek Gjerdrum Pedersen</p>	<p style="text-align: center;"><u>SESSION 1</u></p> <p style="text-align: center;">Organising Business Models for the Circular Economy</p> <p style="text-align: center;">Session Chairs: Jan Jonker, Niels Faber</p>	<p style="text-align: center;"><u>SESSION 5</u></p> <p style="text-align: center;">Business Models in the Age of Digitalisation</p> <p style="text-align: center;">Session Chairs: Christiana Müller, Wolfgang Vorraber, Josef-Peter Schöggel, Romana Rauter</p>	<p style="text-align: center;"><u>WORKSHOP #3</u></p> <p style="text-align: center;">Exploring a model for the organization of the Circular Economy</p> <p style="text-align: center;">Workshop by Hans Stegeman (Start: 13:30, max. 90 minutes)</p>
15:30-16:00	<i>Coffee break</i>			

	Room Riverside	Room Nikolai	Room Galerie	Room Deep Purple
16:00-18:00	<p><u>SESSION 3 (cont.)</u></p> <p>Managing Sustainability-Oriented Business Models: Frameworks, Tools, and Cases</p> <p>Session Chairs: Florian Lüdeke-Freund, Esben Rahbek Gjerdrum Pedersen</p>	<p><u>SESSION 2</u></p> <p>New Business Models, Sustainable Development and Corporate Strategic Management</p> <p>Session Chairs: Rupert J. Baumgartner, Romana Rauter, Morgane C. Fritz</p>	<p><u>SESSION 5 (cont.)</u></p> <p>Business Models in the Age of Digitalisation</p> <p>Session Chairs: Christiana Müller, Wolfgang Vorraber, Josef-Peter Schögggl, Romana Rauter</p>	<p><u>WORKSHOP #1</u></p> <p>Designing Sustainable Businesses with the Honeycomb Business Model Design Tool: Stakeholder cells</p> <p>Workshop by Karen Miller (Start: 16:00, max. 90 minutes)</p>
19:30-21:30	<p><i>Conference Dinner "Landhaus Ruckerlberg"</i> <i>Address: Rudolfstrasse 59, A-8010 Graz</i></p>			

Thursday June 22, 2017

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

	Room Riverside	Room Nikolai	Room Galerie	Room Deep Purple	Room Atrium
13:30-15:30	<p><u>SESSION 1 (cont.)</u></p> <p>Organising Business Models for the Circular Economy</p> <p>Session Chairs: Jan Jonker, Niels Faber</p>	<p><u>SESSION 2 (cont.)</u></p> <p>New Business Models, Sustainable Development and Corporate Strategic Management</p> <p>Session Chairs: Rupert J. Baumgartner, Romana Rauter, Morgane C. Fritz</p> <p>(13:30-14:30)</p>	<p><u>SESSION 6</u></p> <p>Crafting Regional Business Models</p> <p>Session Chair: Moniek Kamm</p>	<p><u>WORKSHOP #2</u></p> <p>Values-Based Innovation Management – Tools and Methods to Innovate by What We Care About</p> <p>Workshop by Florian Lüdeke-Freund (facilitator) and Henning Breuer</p> <p>(Start: 13:30, max. 90 minutes)</p>	<p><u>SESSION 7</u></p> <p>Insights on Business Models from Young Academics</p> <p>Session Chairs: Martina Zimek, Aisma Linda Kiesnere, Ivan Bozhikin</p>
		<p><u>SESSION 8</u></p> <p>When Business Models Have To Be Explained in Corporate Reporting</p> <p>Session Chair: Stéphane Trébucq</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
16:00-17:00	<p><u>SESSION 1 (cont.)</u></p> <p>Organising Business Models for the Circular Economy</p> <p>Session Chairs: Jan Jonker, Niels Faber</p>	<p><u>SESSION 8</u></p> <p>When Business Models Have To Be Explained in Corporate Reporting</p> <p>Session Chair: Stéphane Trébuçq</p>			
17:00-18:00	<p>Conference Closing Ms. Romana Rauter Chairperson NBM@Graz2017, Assistant Professor, University of Graz</p>				
18:30-20:30	<p><i>City tour Graz (optional but with registration; starting point: Hotel Das Weitzer)</i></p>				

Friday June 23, 2017

08:00-13:00	<p><i>Tour Sappi Gratkorn (optional but with registration; starting point: Hotel Das Weitzer)</i></p>
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