



Workshop: Platform Economy & Business Models

Introduction

Enterprises that leverage the power of platform based business models have grown dramatically in the recent years and it is no longer a playground for the digital born organizations like Google, Uber or Airbnb. It is mainly the usage of (digital) technologies which allows companies to base their products and services on platforms facilitating the connections between different partners involved in such supply chains. Consequently, business models based on platforms create additional value by facilitating exchanges between two or more independent groups, usually consumers and producers.

What can be observed is that platform based business models are already playing a strategic role in all types of business (like agriculture, healthcare, industrial equipment etc.) and hence are not only promising for large international and technology-driven companies but might enable value creation also for various other types of companies. Such platform-based business models fundamentally change how companies can do business and open up entirely new paths to growth. However, all of these platforms are diverse in function, structure and in the underlying business model and so far little is known about success factors, business model patterns, benefits for various partners being involved etc.

Call for Papers

In this context, we seek contributions that address questions such as:

- What are the key elements of a platform business model?
- What business model patterns are predominating in platform economies?
- What platform archetypes can be identified?
- Which partners are involved in such platform business models? How does value creation look like?

Thereby, empirical as well as conceptual papers or best practice examples are welcomed.

Submission

We encourage abstracts (max. 2 pages), short research papers (max. 4 pages) and long research papers (max. 8 pages).

Submission guidelines:

All submitted papers must

- be written in English;
- contain author names, affiliations, and email addresses;
- be formatted according to the ACM template
<http://www.acm.org/publications/proceedings-template>
- be in PDF (make sure that the PDF can be viewed on any platform), and formatted for US Letter size;



All papers will be peer-reviewed, must not be under review in any other conference, workshop or journal (at the time of submission), and must contain novel contributions.

Submissions are conducted via EasyChair: <https://easychair.org/conferences/?conf=iknow2017>
Please select "Platform Economy & Business Models" as a track in EasyChair.

Important Dates

- Deadline for Abstract Submission: ~~June 26th~~, July 3rd, 2017
- Accept/Reject Notification: July 17, 2017
- Camera ready version: August 21, 2017
- i-KNOW 2017: October 11-12, 2017

Workshop Committee

If you have questions regarding the workshop, do not hesitate to contact the workshop chairs

- Gert Breitfuss (gbreitfuss@know-center.at), Know-Center
- Christiana Müller (christiana.mueller@tugraz.at) Graz University of Technology
- Romana Rauter (romana.rauter@uni-graz.at) University of Graz

Program

The program of the workshop will consist of an invited keynote by Harry Bouwman and presentations of accepted papers.

Keynote Speaker – Prof. Dr. W.A.G.A. (Harry) Bouwman



Harry Bouwman is a Finnish Distinguished Professor at the Institute for Advanced Management Systems Research, Åbo Akademi University, Turku Finland and an associate professor at Information and Communication Technology Section, Faculty Technology, Policy and Management, Delft University of Technology, Delft, The Netherlands. He published seventeen books and about 150 academic journal papers on ICT and organizations, Business Architectures, Business models, Customer Value, and Network formation, specifically with regard to 3G+ Mobile telecommunications services, and mobile web services (see www.harrybouwman.nl)