

Isolating mechanisms as enablers for capturing value in IoT-driven business models –  
Towards a set of propositions to inspire future research

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## **Abstract**

This conceptual paper aims at contributing to a better understanding of possibilities of value creation and capture in IoT-driven business models. Therefore, we use and adapt strategic management theory to the specificities of new types of smart resources. In addition, we take into account the increasingly networked environment of business activities. The focus of our investigation lies in identifying isolating mechanisms that enable value capture based on different types of smart resources. This paper wants to contribute a resource-based reasoning for identifying isolating mechanism as enablers for capturing value in IoT-driven business models. The result of this work-in-progress paper is a set of propositions as a starting point for future research in this relevant and interesting field of competitive advantage generation.

**Keywords:** *IoT-driven business models; isolating mechanisms; value appropriation*

**Track:** Business-To-Business Marketing & Supply Chain Management