

Conceptualization and process analysis of actor roles in business model innovation in new ventures

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Abstract

In the early stages of their development new ventures frequently undergo innovation to their business model, as they are acting in a highly dynamic, constantly changing environment. To design a new business model, entrepreneurs require support, feedback, knowhow, and con-tacts from multiple actors. While the importance of these actors has been acknowledged, it has not been examined how different actor roles are involved in the business model design process of a new venture and in which phases these roles become apparent. To fill this gap our study draws on 19 qualitative interviews and two long-term case studies with start-ups to disclose actor roles in business model innovation. Our analysis identifies 13 task- and net-work-oriented actor roles. We reveal different role patterns characteristic of entrepreneurial networks, including reciprocity, temporality, and multiplicity. The appearance of actor types and roles are also classified in a time framework using process analysis.

Keywords: *role conceptualization; business model innovation; process analysis Track: Innovation*

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