

The Impact of Innovation and Business Model Innovation Dimensions on Museum Perceived Performance

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Abstract

This paper examines the impact of organizational, product, and technological innovations on business model innovation dimensions and the market, social, and economic performance of museums. Using a survey-based empirical study supported by a combination of Structural Equation Model (SEM) analysis, regression models, and Conditional Inference Trees (CTree), the research highlights how various types of innovation contribute to performance outcomes. The analysis integrates the Business Model Innovation (BMI) framework. The results demonstrate that organizational innovation is crucial for enhancing social and economic performance, while product innovation boosts market competitiveness, and technological innovation plays a pivotal role in value creation and proposition. By understanding and effectively implementing these innovation dimensions, museums can strategically enhance their operations, increase their market and social impact, and sustain economic growth.

Keywords: Business Model Innovation; Innovation; Museum Performance

Track: Innovation Management & New Product Development