Dissertation Seminar
SMART BUSINESS MODELLING

Academic Year: **2017/2018**   *Semester:* **2nd**

Instructor(s): **René Bohnsack, Filipa Amorim, Alina Margolina** *Max. Number of Students:* **4**

Seminar Description:

This seminar is set within the context of the online platform "Smart Business Modeler" (www.smartbusinessmodeler.com). The platform has been created by the Smart City Innovation Lab of Catolica Lisbon and offers users the possibility to develop business models based on business model patterns for everything 'smart'. Business model innovation for smart cities is regarded as a promising approach for fostering wellbeing in cities and, in turn, advancing sustainable development.

Within this seminar, students can follow two unique topics, topic 1 will study how business modelling can be practiced online, i.e. students will research how offline methodologies of business modelling can be transformed online and which tools and content for business modelling are most valuable. This is a unique approach worldwide and intends to revolutionize business modelling. This topic will follow a case study, desk research and design thinking approach and result in tools and content that could be integrated and tested on the Smart Business Modeler platform.

Topic 2 is more academic in nature and will focus on creating so called business model patterns in the area of smart cities. Patterns are very valuable for business model innovation, yet under-researched. This dissertation seminar investigates business model patterns in several areas (e.g. energy or digital transformation) and essentially focuses on creating taxonomies of smart business model patterns that could be used to support smart city business model innovation. To achieve this objective, the 'modified Delphi card sorting' method will be applied (Paul, 2008) in which experts in the field of smart city business models will be invited to classify identified business model patterns resulting in the creation of a taxonomy of smart city business model patterns. This pattern taxonomy will serve as the basis for a new pattern database that will be integrated in the Smart Business Modeler, could be used by scholars and practitioners from various disciplines and sectors to study proven smart city business models and to advance smart business model innovation in general.

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Seminar Content:

In each session, students will be given a list of tasks that need to be completed until the next session. The results will be then discussed with instructors during the seminar sessions. All sessions are mandatory for attendance, and the dates as well as deadlines are not negotiable. In sign-up for this dissertation seminar, each participant commits to meet the proposed deadlines.

Session 1
– Presentation of the project and its goals by instructors;
– Presentation of the course methodology.

Task 1 (delivery date: session 2) - Dissertation problem statement and research questions.

Session 2
– Task 1 discussion: peer review and feedback from instructors
– Literature review introduction
– Dissertation content definition
– Presentation of the next steps

Task 2 (delivery date: session 3) – report with a first draft of literature review

Session 3

– Task 2 discussion: peer review and feedback from instructors
– Methodology and Data Analysis

Task 3 (delivery date: session 4) – presentation of the first outline of the master thesis (description of the research question, the methodology to be used and data analysis need to be presented)

Session 4

– Task 3 discussion: peer review and feedback from instructors
– Presentation of the preliminary results

In between the sessions, individual sessions with instructors will be scheduled to supervise the tasks to be performed.

Bibliography / Recommended Textbook(s) / Additional Readings:

1. Smart Business Modeler – Online tool for Smart City Business Modeling : http://smartbusinessmodeler.com/
2. Gassmann, O, K Frankenberger and M Csik (2014). The Business Model Navigator: 55 Models that will Revolutionise your Business. Harlow, UK: Pearson.
3. Osterwalder, A and Y Pigneur (2010). Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers. Hoboken, USA: Wiley

4. Remane, G. et al, Int. J. Innov. Mgt. 21, The business model pattern database – a tool for systematic business model innovation (2017) DOI: 10.1142/S1363919617500049
5. Ries, E. (2011) The Lean Startup. How constant innovation creates radically successful businesses. Portfolio Penguin Editor.

Additional readings will be recommended and provided during the time when the seminar will be held.

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Biography:
René Bohnsack (PhD) is Assistant Professor in Strategy and Innovation at the Católica Lisbon School of Business & Economics and the head and founder of SCIL. He holds a Master Degree in International Business from the University of St.Andrews (Scotland) and a PhD from the University of Amsterdam in International Strategy and Sustainable Innovations. He has held visiting positions in Manchester (MBS), St. Gallen (HSG) and Amsterdam (UvA). His research focuses on the diffusion of sustainable technologies in general with a focus on business models, consumer research and global industry-policy interactions in the electric mobility and smart grid industry. René's research has been published in international top-journals and presented globally. He works on several national and European research projects related to Smart City Innovations.

Filipa Amorim (PhD) is a senior research fellow at the Smart City Innovation Lab at Católica Lisbon School of Business & Economics. She holds a PhD in Sustainable Energy Systems from the MIT Portugal Program and a Graduate Degree in Economics from University of Coimbra. She has extensive research experience in electricity markets, regulatory issues and in techno-economic modelling tools and has participated in national and international projects with utilities, government bodies and universities. Her research focuses on Energy Markets, Energy Planning, Regulation, Renewable Energy, Energy Efficiency, Innovation, Public Policy and Consumer Behaviour. She has co-authored several peer-reviewed international publications and presented her work in international seminars and conferences.

Alina Margolina is a junior project manager at the Smart City Innovation Lab at Católica Lisbon School of Business & Economics. She has a Master's degree in Innovation and Product Management from the University of Applied Sciences-Upper Austria (Wels, Austria) and a Bachelor's degree in Marketing Communications from the Higher School of Economics (Moscow, Russia). She works in the Smart City Innovation Lab dedicated to business model development for sustainability and the energy sector. In addition, she is interested in such fields as management of the fuzzy front end of innovation, customer co-creation and open innovation. Alina also has international experience in the fields of strategic foresight, product marketing management and marketing communications.

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Contact(s) and Office Hours:
René Bohnsak: r.bohnsack@clsbe.lisboa.ucp.pt
Please contact to arrange an appointment.

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Schedule:
1st session : 6.2.2018, Tue, 2.00pm to 3.30pm
2nd session : 9.3.2018, Fr, 2.00pm to 3.30pm
3rd session : 6.4.2018, Fr, 2.00pm to 3.30pm
4th session : 11.5.2018, Fr, 2.00pm to 3.30pm

Extra sessions could be scheduled during the semester.

Deadlines:

The full list of dates and deadlines can be consulted [here](#).