



International Business Administration: Business Models Innovation & Digital Servitization's Strategies

Guest Editor:

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Message from the Guest Editor

Dear Colleagues,

The digital transformation has created new opportunities for value creation and value capture over the long-run; firms are required to innovate their business models in order to take advantage of the new challenges imposed by the current business environment.

In this regard digitalization enables firms to change their value offerings by moving from product-based business models towards digital service-centric models, by adding new services using digital technologies.

Firms can implement effective servitization strategies aimed to generate competitive advantage through reshaping their business boundaries, by developing new digital solutions. By combining digitalization with servitization, firms can strengthen their capabilities to enter new markets and to find blue oceans.

This special issue aims to investigate how digital technologies can enable firms to innovate their business models by implementing servitization strategies.

Both theoretical and empirical contributions are welcomed and interdisciplinary approaches are encouraged.

