



Business Model Innovation

Research Workshop for PhD Candidates
10 – 11 December 2009

Zeppelin University | Lake Constance, Germany

Ongoing transformation processes in today's economic world call for new ways of creating value. By anticipating, mirroring and adopting future trends in its business model, a company can be able to effectively differentiate itself from competition through a unique way of adding value for the customer. Consequently, it does not come as a surprise that the rather new research field "business model innovation" is on top of the agenda in many research streams, such as strategic management, marketing, entrepreneurship, organizational development and innovation research.

The Chair of Innovation, Technology & Entrepreneurship invites PhD candidates with a research focus lying in the field of business model innovation to a research workshop at Zeppelin University. Focusing on a rather small group of participants, the goal of the event is to create an informal workshop setting allowing researchers to intensively engage in a discussion about their own work, to get a feeling for what is happening in this field and to link up with people who have an extended interest in this topic.

You are invited to present your own research project (maximum time for presentation: 20 minutes) and gain valuable feedback from other participants. In order to enhance the discussion of each project, we kindly ask you to address the most challenging questions related to your research project in the last slide of your presentation.

At the end of the first day of the workshop, the Chair of Innovation, Technology & Entrepreneurship invites all participants to a dinner in a picturesque setting on the shore of Lake Constance.

Program:

December 10th

13:00-13:10 Welcome by Jun.-Prof. Dr. Reinhard Prügl (Chair of Innovation, Technology & Entrepreneurship)

13:10-18:00 Presentations & Discussions

19:30-22:00 Dinner and Networking

December 11th

09:00-12:00 Presentations & Discussions

12:00-12:30 Wrap Up

Please register via e-mail to georg.stampfl@zeppelin-university.de and transfer the workshop fee of EUR 50.- to the bank account you will be provided with upon registration.

In order to group the presentations, we kindly ask you to submit a short abstract of your research project.

To facilitate the coordination of the event, please take note of the following deadlines:

- Registration deadline: 17 November 2009
- Abstract submission: 5 December 2009

We will inform you on recommendations and special conditions for hotels for this event upon registration for the workshop.

We are looking forward to welcoming you here at Zeppelin University!
Jun.-Prof. Dr. Reinhard Prügl, Georg Stampfl and David Weiss

Contacts:

Zeppelin University
Chair of Innovation, Technology & Entrepreneurship

Georg Stampfl
Email: georg.stampfl@zeppelin-university.de

David Weiss
Email: d.weiss@zeppelin-university.net

For directions to Zeppelin University please visit:
<http://www.zeppelin-university.de/zufahrt>