

Bachelorarbeit

Themenskizze GMLG

The business model perspective in digital entrepreneurship: A literature synthesis of determinants

The classical research approaches of the business model perspective, such as the revenue model approach, the process model approach and the core competency approach, initially focus on the internal view of business models.

Value is created by definition through the internal organization of production factors, processes, services and core competencies. Suppliers, customers, service providers, etc. are not considered to be an integral part of the value added process and are therefore handled as not relevant to competition.

Thus, the approaches and models mentioned remain irrelevant for management practice and thus also for the analysis of business models.

The model of Hoppe and Breitner (2003) again can be understood as a combination of partial models, since it combines different analyses of sub-areas of the listed classical approaches.

High-growth companies research, as another research approach of the business model perspective, essentially focuses on the employment effect of young growth companies. By focusing on quantitative variables such as turnover and employment, criticism of the High-growth companies research approach is often based on the neglect of qualitative factors.

To solve these problems, Osterwalder and Pigneur (2005) have developed a business modelling approach to make the logic of business models available as a management tool. This approach, which takes into account both qualitative and quantitative variables, is closely related to the digitization of the economy and the resulting questionability of existing business models through disruptive technologies.

This thesis will deal critically with the development of the significance of the business modelling perspective in the context of digital entrepreneurship. For this purpose, papers in relevant academic journals of the last 10 years with VHB-Journal up to maximum C rating have to be analyzed and discussed. Subsequently, the results are critically compared with regard to their relevance.