

JOURNAL OF BUSINESS MODELS

Editorial

It is especially pleasing to be able to publish a second standard issue of the *Journal of Business Models* in 2021, a year in which Covid-19 returned with a vengeance to further disrupt just about every aspect of our daily lives. As I write this editorial there are signs that some countries are contemplating re-introducing measures designed to contain worrying increases in the incidence of the virus. At the same time we now have a number of vaccines that have proven effective in combatting its severity amongst populations. These vaccines are complemented by a growing range of administrative arrangements designed to further contain the transmission of the virus, one of which is the development of digital vaccination certificates. It is fitting, therefore, that one of the papers in this issue, contributed by Liina Joller, documents the development of a vaccination certificate using the platform business model framework.

The issue contains a further three full length papers, together with three short papers. There is also the first book review to be published in the journal, Raphael Amit and Christoph Zott's *Business Model Innovation Strategy*, published in 2021 by John Wiley and Sons. We aim to publish further reviews in coming issues.

In June we learned that the journal had been listed on the Academic Journal Guide (AJG) for the first time. Formerly referred to as the ABS (Association of Business Schools) list, in recent years the AJG has

become increasingly influential across business and management disciplines as they pursue reliable indicators of academic publication quality. This listing has been achieved after only eight years of activity as a locally-funded, open-source outlet for work in the business model field. We are particularly happy to see that the AJG identifies us within its Strategy sub-list, alongside many long-established and widely recognised journals. Many thanks to everyone who has contributed to the progress we have achieved over the past eight years.

As we approach 2022, we do so with a recently established expanded editorial structure. Two new Associate Editors have been recruited: Annabeth Aagaard will assume responsibility for the development of a thematic section focused on digitalisation and business models; and Florian Ludeke-Freund who will be responsible for the development of a thematic section focused on the sustainability and business models. Marco Montemari continues as the Associate Editor for short papers and the Business Model Conference special issue, with Irina Atkova now looking after the publication of an increased number of special issues. Mette Rasmussen also continues as Managing Editor alongside myself and Christian Nielsen in our existing roles. It is envisaged that further Associate Editors may be recruited as the business model field continues to develop.

As the scale of activity has increased, and hopefully will continue to do so, we have become conscious

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that we need to improve the review and throughput process to provide a better service to our various stakeholders. The present submission guidelines are under review, with the intention of ensuring that all submissions are sufficiently well developed to enter the existing double-blind peer review process. Members of both the Editorial Advisory Board and Editorial Board are being invited to commit to undertaking more reviews in the future, while the database of ad hoc reviewers will initially be slimmed down. The editorial team has also begun to identify colleagues who they believe should be invited to become associated with the journal as we seek to enhance its present academic status. The journal's website will be amended to reflect all of these changes.

Following a very successful Business Model Conference 2021 in Copenhagen in early October, we took the decision to strengthen the link between the journal and the conference. Three issues of collected short papers submitted to previous conferences have been published, with a collection from the Copenhagen conference presently under development for publication in early 2022. Previous conferences have also provided papers for special issues. We feel the link could now be beneficially further highlighted, thereby attracting a wider level of interest and in turn a higher quality of submissions to the journal. Information regarding the 2022 conference, to be held in Lille next June, will feature this process. Further initiatives to strengthen the profile of the journal are also under discussion. A fuller use of the communication technologies now available the academic and business model communities will soon become evident.

Again, many thanks to everyone who has contributed to the progress that the *Journal of Business Models* has made since its launch in 2013. On behalf of the editorial team, I hope you find the content of the present issue valuable and that it encourages you to continue your association with the journal.

Robin Roslender, Editor-in-chief
Aalborg University Business School
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