

# JOURNAL OF BUSINESS MODELS

## FOREWORD TO THE JOURNAL OF BUSINESS MODELS SPECIAL ISSUE

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### The Future of Business Model Innovation: Core Themes and Pivotal Technologies

By Christian Nielsen

It is a pleasure for me to present this special issue to you. After over five years in university management, I stepped back into a Professorship a few months ago. In doing so, I needed to reconcile myself with the field of business model innovation, where it was in terms of research status and where it was heading. There are several ways to do this. The last time I was in this situation, I conducted a structured literature review on the business model field with a team of great friends and colleagues of mine. This time, I decided to reach out to a broad consortium of my colleagues to ask them what they believed would form the future of business model innovation. Some had papers lying on their desks that were ready to be published, and others had ideas and thoughts inside their heads. For the latter category, we did a quick, short interview, transcribed and reworked it together.

What you will read in this issue is, therefore, a state-of-the-art of what is kicking in the field of business model innovation from some of the brightest scholars around. The issue includes a line-up of some very well-known academics and a series of younger talents, which are just a fraction of the many rising stars. This mix is very purposeful and ensures just the right balance of newness, foresight and provocative insights.

I learned a lot in this process, and I am certain so will you in reading these excellent contributions. In fact, I would recommend a process like this one to anyone who wants to really get to grips with a field or discipline. So, from myself and the rest of the crew at the Journal of Business Models, enjoy!