



Marc G. Villinger

BUSINESS MODEL INNOVATION

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BILATERAL MEETINGS

14.00 pm - 17.00 pm

ORGANIZATION TYPE University/Research Center, Consultant, Company

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Offer

DRIVING ADOPTION OF NOVEL BUSINESS MODELS IN ESTABLISHED FIRMS

Approaches and methods to promote business model innovation in established firms

KEYWORDS: **BUSINESS MODEL** **BUSINESS MODEL INNOVATION** **CORPORATE ENTREPRENEURSHIP**
