

NEW HORIZONS IN MANAGERIAL AND ORGANIZATIONAL COGNITION

Series Editors: Robert J. Galavan, *National University of Ireland Maynooth* & Kristian J. Sund, *Roskilde University*

CALL FOR CHAPTER PROPOSALS

Proposal Submission Deadline: **June 1st, 2019**

Expected publication mid- 2020

Business Models and Cognition

Guest Editor: Marcel Bogers

University of Copenhagen & UC Berkeley

This book will appear as the fourth volume in the *New Horizons in Managerial and Organizational Cognition* series. Previous volumes have examined topics such as strategic uncertainty, innovation, and methodological advances and challenges in MOC research. The 2020 volume will comprise a collection of contributions that reflect the multiple emerging intersections between business model research and theories of cognition.

Aims and Scope

The business model construct has become very popular in the strategy and innovation literatures. Some studies of business models and business model innovation have accentuated the cognitive underpinnings of the construct, or pointed to the role of cognitions in shaping business models and business model change. For example, it has been suggested that the business model can be studied as a form of cognitive structure (Doz & Kosonen, 2010), mental map, or schema (Martins, Rindova, & Greenbaum, 2015), of how the firm creates value. Several recent studies have also highlighted how managers' cognitions and sensemaking influence business model design (Sosna, Trevinyo-Rodríguez, & Velamuri, 2010). Finally, process studies of business model innovation have, for example, highlighted the role of shared logics in enabling innovation (Bogers, Sund, & Villarroel, 2015), and how information and knowledge search behavior of managers affects the type of business model innovation (Snihur & Wiklund, 2018). Recent reviews of the literature also emphasize the links between business models and cognition as an area in need of further research (Foss & Saebi, 2017). Yet, the cognitive underpinnings of business model elements are often mentioned but less frequently explicitly studied. With this volume, we invite business model and cognition scholars to jointly explore these links and others. It is thus the intention of this collection of articles to take stock and provide examples of new developments at the intersection of business model studies, and studies of managerial and organizational cognition.

We encourage papers exploring new horizons of socio-cognitive and socio-psychological research as it relates to business models and business model innovation. Major topics of interest could include attention, attribution, decision making, identity, ideology, information processing, creativity, learning, memory, mental representations and images, categories, cognitive frames, perceptual and interpretive processes, social construction, social dilemmas, and change.

Chapters selected for inclusion in this volume of *New Horizons in Managerial and Organizational Cognition* will offer variously state-of-the-art applications of MOC-related theories to the domain of business models and business model innovation as outlined above. We encourage critical reflection and theoretical or methodological advances. We are open to both conceptual and empirical work, and to both qualitative and quantitative work. Chapters should present sufficient depth in both cognition and business-model literatures. We are open to studies that advance knowledge through the application of an established cognition theory or method to novel business-model contexts (where the primary theoretical contribution will be to business-model literature). Or, that advance knowledge of cognition theory or method utilizing a business-model context (where the primary contribution will be to cognition theory/method literature). We encourage authors to be clear in relation their objectives in this regard.

Submission Procedure and Timescales

Scholars are invited to first submit a proposal (3-5 pages) to one of the editors *on or before June 1, 2019*.

All editorial decisions on proposals will be completed by **June 15, 2019**. We aim to select 8-10 papers for publication.

An optional workshop is planned at the Academy of Management Meeting in Boston early August where authors can get feedback from editors and other contributors on work-in-progress.

Authors invited to do so must submit a full draft (5,000-8,000 words) by **October 1, 2019**.

Following review, final versions of chapters will be due by **December 15, 2019**. Publication is expected mid-2020.

Submissions or enquiries should be sent to the series editors

Profs. Robert J. Galavan and/or Kristian J. Sund:

robert.galavan@mu.ie

sund@ruc.dk