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Adopting Digitally Driven Business Model Innovation by Incumbents: A Multi-Level Issue

Digitalization implies disruption to industries that requires incumbents to reinvent their strategies by adopting business model innovation (BMI). However, external pressures from firms' value networks and institutional environments can constrain this adoption by creating or strengthening internal tensions. Research on this issue has been limited; this study combines existing multilevel approaches to BMI with neo-institutional theory to clarify how incumbents address both external pressures and internal tensions when adopting digitally driven BMI. Drawing on a single case study of a large incumbent firm with embedded units, it reveals fewer responses to internal tensions than to external pressures. As a contribution to BMI literature, it offers new theoretical insights and managerial recommendations for a better understanding of the multilevel challenges of digitally driven BMI.

Keywords: Business model innovation, digitalization, incumbents, multilevel

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12h30 — Salle 103 — Comodal

Participer à la réunion Zoom :

[https://zoom.us/j/99328444342?](https://zoom.us/j/99328444342?pwd=eDJpTWpKTDZHTTBzQ2xLdnQydUJFU09)

[pwd=eDJpTWpKTDZHTTBzQ2xLdnQydUJFU09](https://zoom.us/j/99328444342?pwd=eDJpTWpKTDZHTTBzQ2xLdnQydUJFU09)

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Agenda

20/01/2022, Elodie MANTHÉ (USMB, IREGE)

Calendrier des séminaires

<https://urlz.fr/gvi5>

