

ESS Seminar Invitation

WHAT ELSE DO BUSINESS MODELS DO? CONFIGURING OF HEURISTICS IN SUSTAINABILITY TRANSITIONS

Speaker **Prof. Dr. Moritz Loock**

Moritz Loock is an Assistant Professor of Energy and Sustainability Management at the University of St Gallen (Switzerland). He has a research interest in organizational heuristics and business models. He studies both in an energy industry and sustainability context and in the context of a specific group of SMEs.

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When **Friday, 1 September 2017, 13.30 h – 14.30 h**

Where **Forum Chriesbach C24, Eawag Dübendorf**

Abstract This paper provides novel opportunity to link the dynamics on economic change that Nelson and Winter describe to the regime-niche struggles in transitions research. So far, it has been unclear how – other than through strategic niche management – rule dynamics in niches can emancipate themselves from regime-level ecology. How does regime-independent innovation come about? The configuring of heuristics provides novel explanation. Heuristics are micro-foundational, simple cognitive rules that govern innovation. Business modelling is the process of retaining heuristics for value creation and capture into a configuration and establishing a cognitive niche. Based on observations of digital business model innovation in the power sector and the EMPOWER data-base, this paper explains how configurations of heuristics empower idiosyncratic single heuristics to withstand the selection forces of regimes, facilitate regime-independent innovation and ultimately also enable regime change. Implications apply for the fundamental role heuristics have in innovation studies, and for justification mechanisms that business models provide to technological innovation systems.

For more information on the EMPOWER project please see here <http://empowerh2020.eu>