

Contact Person

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Title: Digital and Data-Driven Business Models

Workshop description:

Digital technologies have become omnipresent in our everyday lives. Challenges and opportunities around Industry 4.0 and 5.0, Internet of Things, Generative AI – to name a few – are becoming increasingly interesting for many companies, as the growing interest in research and studies shows. The speed at which data is collected increases continuously, as does the potential to generate value for customers. For companies to navigate the use digital technologies and management of data profitably, it is crucial to adapt existing business models or even develop entirely new ones based on the insights of collected data.

This workshop aims to provide an overview of how increasing digitalization is affecting business models in different sectors. Participants will learn about the potential for digitalization in business models and identify potential for their own business model.

Goals:

- Describing the concepts of digitalization and business models
- Distinguishing the levels of digitalization and characteristics of digital business models
- Analyzing existing business models and assessing their potential for digitalization
- Comparing different types of data and identifying different sources to collect data
- Implementation of digitalization aspects in the company's business model and creating of new digital business models

Procedure:

- Keynote speeches on the topics of digitalization, digital business models, data and their potential
- Groups discussion of case study of digital business model
- Identification of potential for the digitalization of your own business model
- Practical application exercises on your own business models

Schedule Workshop (6h):

Pre-requisites: a completed BMC of the current business model (Module: Business Model Development)

00:00 – 00:15	15 min	Start of the workshop, presentation of agenda
00:15 – 00:45	30 min	Keynote: “Digitalization and the Impact on Business Models”
00:45 – 01:30	60 min	Case Study Discussion: Nike OR Peloton
01:30 – 02:00	15 min	Break
02:00 – 03:00	60 min	Think-Pair-Share: Servitization – Transitioning from Physical to Digital
03:00 – 03:30	30 min	Keynote: “Data and Strategy”
03:30 – 04:00	30 min	Group discussion: Where and how to collect data
04:00 – 04:30	15 min	Break
04:30 – 05:30	60 min	Working Phase: Changes towards digital business models, updating the BMC
05:30 – 06:00	45 min	Presentation: Changes towards digital business models

Recommended Reading:

El Sawy, O. A. & Pereira, F. (2013), *Business Modelling in the Dynamic Digital Space – An Ecosystem Approach*, Springer Heidelberg, New York, Dordrecht, London

Hoffmeister, C. (2013), *Digitale Geschäftsmodelle richtig einschätzen*, Carl Hanser Verlag, München.

Linz, C., Müller-Stewens, G., & Zimmermann, A. (2017), *Radical Business Model Transformation – Gaining the Competitive Edge in a Disruptive World*, KoganPage

Matzler, K., Bailom, F., Friedrich von den Eichen, S. & Anschober M. (2016), *Digital Disruption – Wie Sie Ihr Unternehmen auf das digitale Zeitalter vorbereiten*, Vahlen

Schallmo, D., Rusnjak, A., Anzengruber, J., Werani, T. & Jünger, M. (2017), *Digitale Transformation von Geschäftsmodellen – Grundlagen, Instrumente und Best Practices*, Springer Fachmedien Wiesbaden