Scientific Work Package *Studying*: Final version method

iBLUE Newsletters

PREVIOUSLY

Several events in Seville for iBLUE team
Seville, May, 8th-9th

WHAT'S HOT

Scientific WP Studying Final version method

COMING SOON

Thematic Seminar: "Sustainable Future of the Yacht Sector in Cyprus"

This newsletter celebrates the end of the Scientific Work Package "Studying". The main objectives of the Work Package (WP) were:

✓ To **develop** a **3-Pillar Business Model (3-PBM) methodology**;

✓ To **collect tools**, **methods** and **approaches** for the **application of business models (BM) oriented towards** the **3 pillars of sustainability** (**economic**, **environmental** and **social**) suitable for **enterprises** in the **yachting sector**, in the Mediterranean area;

Thanks to the hard work, implications and continued **feedbacks** of all partners, the final version of the **methodology has been developed**. This will be **crucial** in the **future actions** for the **support**, **analysis** and **reconfiguration** of **SME BM** in the **yachting sector**, in a series of **pilot actions** in the next WP.

no. of paper	Authors	Year of publication	Title (of an article/paper)	Reference (journal, volume, number and pages; e.g., Journal of Cleaner Production, 21 (7), 335-337)	DOI	Document type
294	Johnson M.W., Christ	2008	Reinventing your business model	Harvard Business Review, 86 (12), 50-59+129.		Article
295	Johnstone H.	2013	Business model innovation: A cas	Venture Capital, 15 (1), 77-90.	10.1080/13691066.20	Article
297	Joyce A., Paquin R.L.	2016	The triple layered business model	Journal of Cleaner Production,	10.1016/j.jclepro.201	Article
300	Karadzic V., Antunes	2013	'How to learn to be adaptive?' An	Journal of Cleaner Production,	10.1016/j.jclepro.201	Article
307	Khalid K., Hassam S.F	2016	Inducing the entrepreneurial acti	Advanced Science Letters, 22 (4	10.1166/asl.2016.661	Article
312	Kim S.-K., Parmar V.	2015	Supply Chain of Dong-In Entech in	Asian Journal of Management	10.1177/0972820115	Article
316	Koen P.A., Bertels H.M	2011	The three faces of Business model	Research Technology Managen	10.5437/08953608X5	Article
322	Krishnan R.T.	2012	Innovation strategies of Indian m	Journal of Indian Business Res	10.1108/1755419121	Article
327	Lambert S.C., Davidso	2013	Applications of the business mod	European Management Journal	10.1016/j.emj.2012.0	Article
334	Laudien S.M., Daxböc	2017	Business model innovation proce	R and D Management, 47 (3), 4	10.1111/radm.12208	Article
340	Lee C.-S., Chen Y.G., Hc	2010	An integrated framework for man	International Journal of Servic	10.1504/IJSTM.2010.0	Article
345	Lewandowski M.	2016	Designing the business models fo	Sustainability (Switzerland), 8	10.3390/su8010043	Review
350	Linder M., Williander	2017	Circular Business Model Innovati	Business Strategy and the Envi	10.1002/bse.1906	Article
355	Loock M., Mueller S.	2012	Talking about a Better Place: How	Journal of Entrepreneurship, 2	10.1177/0971355712	Article
360	Makkonen T., Inkinen	2013	Innovation types in the Finnish m	WMU Journal of Maritime Affa	10.1007/s13437-013-	Article
366	Markides C.C.	2013	Business model innovation: What	Academy of Management Persp	10.5465/amp.2012.01	Article
367	Markides C.C.	2015	Research on business models: Cha	Advances in Strategic Managen	10.1108/S0742-3322.	Review
371	Massa S., Testa S.	2011	Beyond the conventional-specialt	Journal of Retailing and Consu	10.1016/j.jretconser.	Article
375	Matobobo C., Osunm	2016	Analytical business model for sus	Sustainability (Switzerland), 8	10.3390/su8020140	Article
382	Mehta S., Peters L.S.	2007	Outsourcing a core competency	Research Technology Management, 50 (3), 29-34.		Article

Extract from the literature review

The outputs are as follows:

✓ Scientific Coordination - Creation of a guideline document to manage WP3 activities.

✓ **State of the art analysis** of **Business Model Innovation** - Literature review of scientific articles to analyse the current situation of BMI.

✓ **Database of Med area yachting and maritime tourism sector** - Collection of best practices about yachting and data about yachting in MED area to create a database of Med area yachting SMEs

✓ **Development** of **3-PBM methodology** - Initial and revised version of 3-PBM methodology for BMI in Yachting Sector SMEs and guidelines for methodology application

✓ Development of **sustainability indicators** - The creation of a list of sustainability indicators and a sustainability indicators system

✓ **Refinement** of the **3-PBM methodology** after technical feedback - The revision of the 3-PBM methodology.

*The final report on data collection*

Extract from the list of sustainability indicators

Extract from the sustainability indicator system calculator
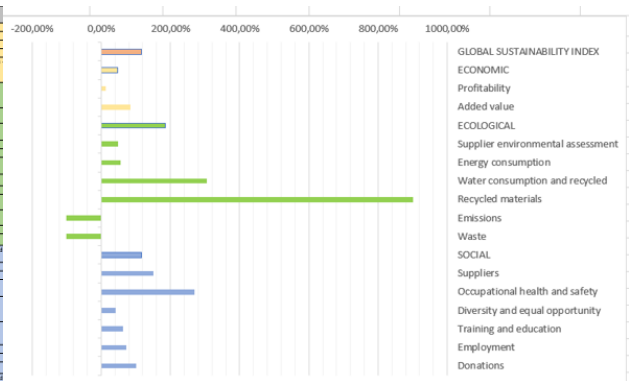
Example of the indicator system calculations
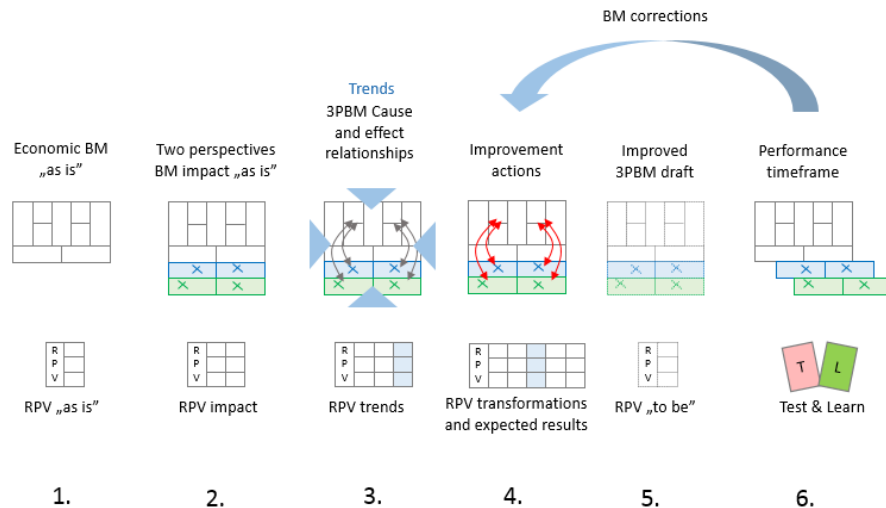
The development of the 3-PBM methodology