



Research on innovative business model and organizational change

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ABSTRACT

This business model innovation highlights a way of general manager and entrepreneur to create appropriate value, especially in times of economic change business model and innovation which involve designing a modifies or new activity system relies on recombining the existing resources of firms and its partner and does not require significances investment in R&D. A business model describes the rationale of how an organization creates, delivers, and captures value (economic, social, cultural, or other forms of value). The process of business model construction is part of business strategy.

KEYWORDS

Depression, Nursing Students, Beck's Depression Inventory (BDI), India

Introduction

A business model describes the rationale of how an organization creates, delivers, and captures value (economic, social, cultural, or other forms of value). The process of business model construction is part of business strategy.

In theory and practice, the term business model is used for a broad range of informal and formal descriptions to represent core aspects of a business, including purpose, target customers, offerings, strategies, infrastructure, organizational structures, trading practices, and operational processes and policies. The literature has provided very diverse interpretations and definitions of a business model. A systematic review and analysis of manager responses to a survey defines business models as the design of organizational structures to enact a commercial opportunity. Further extensions to this design logic emphasize the use of narrative or coherence in business model descriptions as mechanisms by which entrepreneurs create extraordinarily successful growth firms.

"Whenever a business is established, it either explicitly or implicitly employs a particular business model that describes the architecture of the value creation, delivery, and capture mechanisms employed by the business enterprise. The essence of a business model is that it defines the manner by which the business enterprise delivers value to customers, entices customers to pay for value, and converts those payments to profit: it thus reflects management's hypothesis about what customers want, how they want it, and how an enterprise can organize to best meet those needs, get paid for doing so, and make a profit".

Business models are used to describe and classify businesses (especially in an entrepreneurial setting), but they are also used by managers inside companies to explore possibilities for future development. Also, well known business models operate as recipes for creative managers. [Business models are also referred to in some instances within the context of accounting for purposes of public reporting.

DESIGN THEMES EMPHASIS OF BUSINESS MODEL DESIGN

Developing a Framework for Business Model Development with an emphasis on Design Themes, Lim (2010) proposed the Environment-Strategy-Structure-Operations (ESSO) Business Model Development which takes into consideration the alignment of the organization's strategy with the organization's structure, operations, and the environmental factors in achieving competitive advantage in varying combination of cost, quality, time, flexibility, innovation and affective

DESIGN CONTENT EMPHASIS OF BUSINESS MODEL DESIGN

Business model design includes the modeling and description of a company's:

value propositions

- target customer segments
- distribution channels
- customer relationships
- value configurations
- core capabilities
- partner network
- cost structure
- revenue model

Business model design is distinct from business modeling. The former refers to defining the business logic of a company at the strategic level, whereas the latter refers to business process design at the operational level.

A business model design template can facilitate the process of designing and describing a company's business model.

Daas et al. (2012) developed a decision support system (DSS) for business model design. In their study a decision support system (DSS) is developed to help this process, based on a design approach consisting of a design process that is guided by various design methods

EXAMPLES OF BUSINESS MODELS

In the early history of business models it was very typical to define business model types such as bricks-and-mortar or e-broker. However, these types usually describe only one aspect of the business (most often revenue model). Therefore, more recent literature on business models concentrates on describing business model as a whole instead of one most visible aspect.

The following examples provide an overview for various business model types that have been in discussion since the invention of term business model:

- Bricks and clicks business model

Business model by which a company integrates both offline (bricks) and online (clicks) presences. One example of the bricks-and-clicks model is when a chain of stores allows the user to order products online, but lets them pick up their order at a local store.

- Collective business models

Business system, organization or association typically composed of relatively large numbers of businesses, tradespersons or professionals in the same or related fields of endeavor, which pools resources, shares information or provides other benefits for their members. For example, a science park or high-tech campus provides shared resources (e.g. clean rooms and other lab facilities) to the firms located on its premises, and in addition seeks to create

an innovation community among these firms and their employees.

- Cutting out the middleman model

The removal of intermediaries in a supply chain: "cutting out the middleman". Instead of going through traditional distribution channels, which had some type of intermediate (such as a distributor, wholesaler, broker, or agent), companies may now deal with every customer directly, for example via the Internet.

- Direct sales model

Direct selling is marketing and selling products to consumers directly, away from a fixed retail location. Sales are typically made through party plan, one-to-one demonstrations, and other personal contact arrangements. A text book definition is: "The direct personal presentation, demonstration, and sale of products and services to consumers, usually in their homes or at their jobs."

- Value-added reseller model

Value Added Reseller is a model where a business makes something which is resold by other businesses but with modifications which add value to the original product or service. These modifications or additions are mostly industry specific in nature and are essential for the distribution. Businesses going for a VAR model have to develop a VAR network. It is one of the latest collaborative business models which can help in faster development cycles and is adopted by many Technology companies especially software.

- Fee in, free out

Business model which works by charging the first client a fee for a service, while offering that service free of charge to subsequent clients.

- Franchise

Franchising is the practice of using another firm's successful business model. For the franchisor, the franchise is an alternative to building 'chain stores' to distribute goods and avoid investment and liability over a chain. The franchisor's success is the success of the franchisees. The franchisee is said to have a greater incentive than a direct employee because he or she has a direct stake in the business.

BUSINESS MODEL FRAMEWORKS

Technology centric communities have defined "frameworks" for business modeling. These frameworks attempt to define a rigorous approach to defining business value streams. It is not clear, however, to what extent such frameworks are actually important for business planning. A state of the art review on business model frameworks can be found in Krumeich et al. (2012). In the following some frameworks are introduced.

Business reference model

Business reference model is a reference model, concentrating on the architectural aspects of the core business of an enterprise, service organization or government agency.

- Component business model

Technique developed by IBM to model and analyze an enterprise. It is a logical representation or map of business components or "building blocks" and can be depicted on a single page. It can be used to analyze the alignment of enterprise strategy with the organization's capabilities and investments, identify redundant or overlapping business capabilities, etc.

Although Web van failed in its goal of disintermediating the North American supermarket industry, several supermarket chains (like Safeway Inc.) have launched their own delivery services to target the niche market to which Web van catered.

- Industrialization of services business model

Business model used in strategic management and services marketing that treats service provision as an industrial process, subject to industrial optimization procedures

- Business Model Canvas

Developed by A. Osterwalder, Yves Pigneur, Alan Smith, and 470 practitioners from 45 countries, the business model canvas is one of the most used frameworks for describing the elements of business models.

CONCLUSION

So from the above meaning and model and example innovative business model we can say in present scenario company have to integrate its all objective and frame main organizational objective rather concentrate on departmental objectives because in made success of one departmental objective firm have to sacrifice any other department objective so the company have to combine its all resources and make maximum utilize all resources rather focus on and individual focus.