Call for Papers
Special Issue of Production and Operations Management
“New Business Models and Operations Innovations”

Guest Editors:
Edward G. Anderson Jr., University of Texas at Austin
Geoffrey G. Parker, Dartmouth College
Yinliang (Ricky) Tan, Tulane University

Deadline: Dec 31st, 2021

Motivation
In the past decade, numerous new business models have emerged to better deliver value to the customer. Much of this change hinges upon the technological and digital transformation of production and operations management regarding how products are manufactured and services delivered. Meanwhile, companies are devising new business models to better meet consumers’ needs and seek competitive advantage. New business models are vital for companies pursuing breakout growth, reinvigorating a lagging core, or defending against industry decline or disruption. More importantly, business model innovations can deliver long-lasting competitive advantage, particularly in disruptive times. Successful new business models can transform a firm's value proposition and operating model by linking new technology with emerging market needs.

Platform technology provides a case in point. Siemens is a 173-year-old company that has made significant efforts to embrace new ecosystem business models. Materials firms such as CEMEX and Kloeckner are setting up electronic work flows with platform potential. Kloeckner is already attempting to cross-sell competitor products, and CEMEX is considering following this. This suggests that control of the customer interface and associated data might become more important than selling materials directly. Platform business models can upend the value proposition of the companies in traditional industries. Such a business model shift has already occurred in financial services as evidenced by investment firms (e.g., Fidelity) that cross-sell competitor products (e.g., T Rowe Price, Vanguard). Related to this, new business models are disrupting traditional industries’ industrial organization. For example, Relativity Space, a startup aerospace firm, has eliminated more than 90% of a traditional rocket’s supply chain by using internal additive manufacturing while simultaneously reducing build time and new product development time.
New business models driven by the technology innovation bring numerous opportunities but at the same time pose many challenges for operations managers. How to better design, manage, deliver, and enable the new business models through innovative operations is still poorly understood, driving the need for a rigorous program of study.

**Objective**

The special issue *New Business Models and Operations Innovations* aims to open new research areas on how new business models affect operations innovations, and how operations can be improved through new business models. We seek manuscripts well motivated by business practice, providing clear managerial or policy implications to managers in relevant industries. Studies may employ one or more of the following research methods including, but not limited to, analytical modeling, empirical methods, and multimethod studies. We also welcome multidisciplinary studies that build upon knowledge or methods from different disciplines. The contributions must be clearly articulated in the paper, including their impact on both theory and practice. Papers must be well-written, well-motivated, and executed with the highest rigor.

Appropriate topics include, but are not limited to:

- How additive manufacturing (3D printing) technology transforms the traditional supply chain
- Operational issues in service operations using augmented reality (AR) and virtual reality (VR)
- The impact of solar prosumers in the energy market
- Integration of Blockchain technology with supply chain management
- Applications of the Internet of Things (IoT) in operations management
- The role of data and artificial intelligence in operations improvement
- How to improve supply chain management with machine learning
- Operational issues in manufacturing using robotic process automation
- Operational challenges in the face of cyber security
- Concurrent design of operations and business models

**Projected Timeline**

- November 1, 2021: Submissions accepted
- December 31, 2021: Submissions due
- May 2022: First round of editorial decisions
- August 2022: Special Issue workshop at Dartmouth College
- October 2022: Revisions due
- January 2023: Second round of editorial decisions
- March 2023: Final revisions due
- May 2023: Final editorial decisions
Submission Procedure

All submissions must conform to the format, style, and other established guidelines for regular POM submissions provided at [http://www.poms.org/journal/author_instructions/](http://www.poms.org/journal/author_instructions/). The paper should be submitted to manuscript central ([https://mc.manuscriptcentral.com/poms](https://mc.manuscriptcentral.com/poms)). While submitting the paper, please be sure to identify in Step 1 that the paper is being submitted for the special issue. In the Department Editor list, please choose this special issue.

Please also specify in your cover letter that the manuscript is for the New Business Models and Operations Innovations special issue. After the first round of review, authors of manuscripts invited for revision will be invited to present their work and revision plan at a workshop organized on the special issue topic at Dartmouth College in August 2022. Attendees will be expected to cover their own travel and lodging expenses.

Questions on this special issue can be sent to any of the guest editors: Edward G. Anderson Jr. ([edanderson@utexas.edu](mailto:edanderson@utexas.edu)), Geoffrey G. Parker ([geoffrey.g.parker@dartmouth.edu](mailto:geoffrey.g.parker@dartmouth.edu)), or Yinliang (Ricky) Tan ([ytan2@tulane.edu](mailto:ytan2@tulane.edu)).