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<b>Paper ID</b>	253
<b>Title of your article</b>	Developing Multi Business Model Innovation Competence and Environments - an experiment in 8 Nordic businesses
<b>Has there been a modification to the title?</b>	No
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Best Regards,

IFKAD 2018 organization team

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## Developing Multi Business Model Innovation Competence and Environments - an experiment in 8 Nordic businesses

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## **Abstract**

*Developing Multi Business Model Innovation (MBMI) Competences becomes more and more important to businesses to survive and compete in the global business model ecosystems. Continuous joint action and knowledge sharing with high speed are fundamental aspects of MBMI for businesses to meet the very complex MBMI agenda of today. Universities and Vocational Schools have a special task here to teach and train students to adapt and develop MBMI competences that can meet these challenges and evolving MBMI conditions, as these young students will be the "Business Modellist" of tomorrow. Further we have to acknowledge that these young students bring in potentially new ideas and "new eyes" to how AS IS Business Models can be changes and How TO BE Business Models can be created, as the students are "born" with the new technologies, media's and use of these.*

*However the knowledge about How to do BMI? and How to build BMI Competences? are still important but very fragmented researched, tested, analysed and reported.*

*The paper reports on 2 experiments in CGC/MBIT research center carried out with 8 businesses (6 Danish, 1 Norwegian and 1 Swedish Business), 32 vocational, master and PhD students and 6 MBMI coaches. The actors worked close together with business management on different Business Model Innovation Challenges with the aim of creating and capturing "TO BE" BM's. The research was carried out within the project Strategy Reborn and EU Interreg. Project Biogas 2020 and was carried out on behalf of a common accepted BM Language enabling the actors to talk MBMI in the same language with each other.*

**Keywords** – Multi Business Model Innovation, Knowledge creation and capturing, Multi Business Model Innovation Competences, Learning

**Paper:** Academic Research Paper / Practical Paper

## **1.0 Introduction**