

Panel Symposium

A CONVERSATION ON BUSINESS MODELS AND COGNITION

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ABSTRACT

Recent reviews of the business model literature emphasize the links between business models and cognition as an area in need of formal conceptualization and further research. The cognitive underpinnings of business model elements are often mentioned but far less frequently explicitly studied. It is this gap that will be addressed by the symposium. Panelists will reflect on their own research on business models and business model innovation, and how their research contributes to a cognitive perspective. Cognition research has been highlighted as the next big step in business model research. Join us therefore as we explore the past, present, and future of research at the intersection of business models and managerial and organizational cognition. This is the fourth annual panel symposium exploring new horizons in managerial and organizational cognition research. It comes shortly after the recent publication of the anthology *Business Models and Cognition* (the latest volume in the Emerald series *New Horizons in Managerial and Organizational Cognition*). The question we ask is: In the emerging cognitive perspective of business models and business model innovation, what are the interesting conversations and findings?

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