

New business model and it's Implementation for innovation uptake

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1. Sources for construction of new business model

RESULTS:

2. New business model

3. Implementation of new business model for innovation uptake

Sources for construction of new business model



- **Private forest owners questionnaire analysis (Finland, Slovenia, Spain, Sweden).**
- **Interviews with contractors (Finland, Slovenia, Spain, Sweden).**
- **Best practice models descriptions (Finland, Slovenia, Sweden).**
- **Expert knowledge on business models relevant for innovating.**



Private forest owners questionnaire analysis

(Finland, Slovenia, Spain, Sweden)

- **Managing forest in the future**
- **Knowledge of forest management and harvesting operations**
- **Young dense forest stands (YDFS) perception**
- **Influential factors of willingness for increasing management of YDFS**
- **Communication channels for YDFS informations**
- **Demographic data**



Interviews with contractors (Finland, Slovenia, Spain, Sweden).

- **General data about contractors – servicess offered**
- **Young dense forest stands management and harvesting knowledge**
- **YDFS management and harvesting oppinion**
- **Communication channels for YDFS informations**
- **Demographic data**

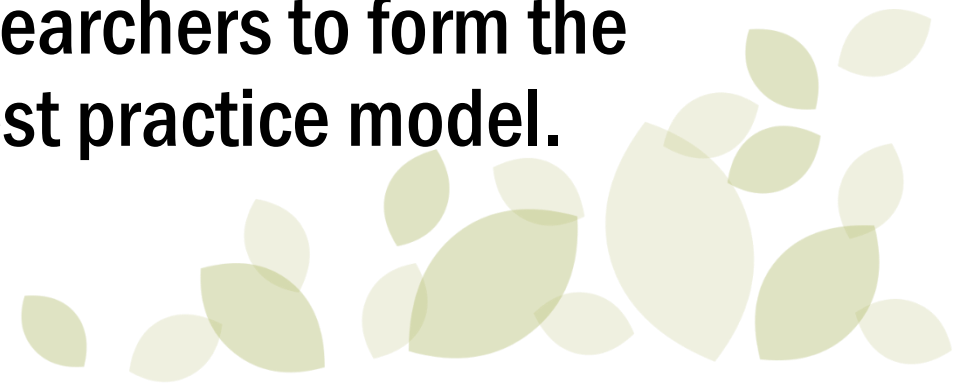


Best practice models descriptions (Finland, Slovenia, Sweden).

Criteria for selecting the best practice example of interviewed contractors in each country were identified by FEB researchers.

Researchers from other countries added country specific criteria.

In last phase all criteria were ranked by all researchers to form the framework for selecting and describing the best practice model.



Best practice models ANALYSIS (Finland, Slovenia, Sweden, Spain):

- **Customer segments**
- **Value proposition**
- **Communication and distribution channels**
- **Customer relationships**
- **Revenue streams**
- **Key resources**
- **Key activities**
- **Key partners**
- **Cost structure**

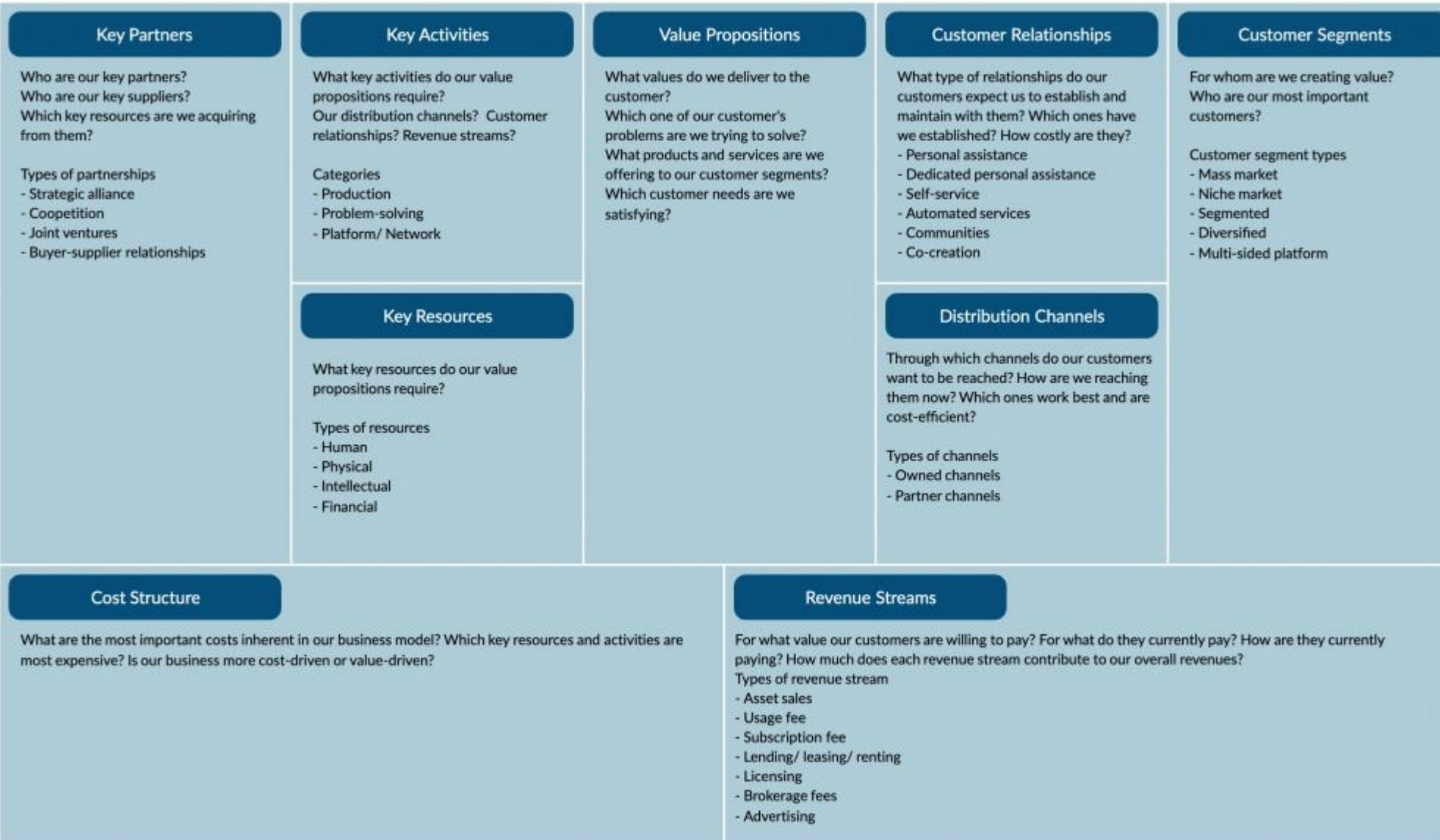


RESULTS:

New business model

WP3 Socio economic aspects of the SDS managements

New business model - Sources for construction of new business model



[Osterwalder, Alexander; Pigneur, Yves;](#)

[Clark, Tim \(2010\). Business Model](#)

[Generation: A Handbook For Visionaries,](#)

[Game Changers, and Challengers.](#)

[Strategyzer series. Hoboken, NJ: John Wiley](#)

[&](#)

[Sons. ISBN 9780470876411. OCLC 6480](#)

[31756.](#)

Based on the sources for construction of new business model as stated in the first part of this presentation the New business model was developed.

We identified two target groups of customer segments: services buyers and products buyers.

For each of the identified customer segments first 6 elements of Osterwald and Pigneur (2010) business model were developed. The remainings 3 were developed only for contractors.



RESULTS :

**Implementation of new business
model for innovation uptake**

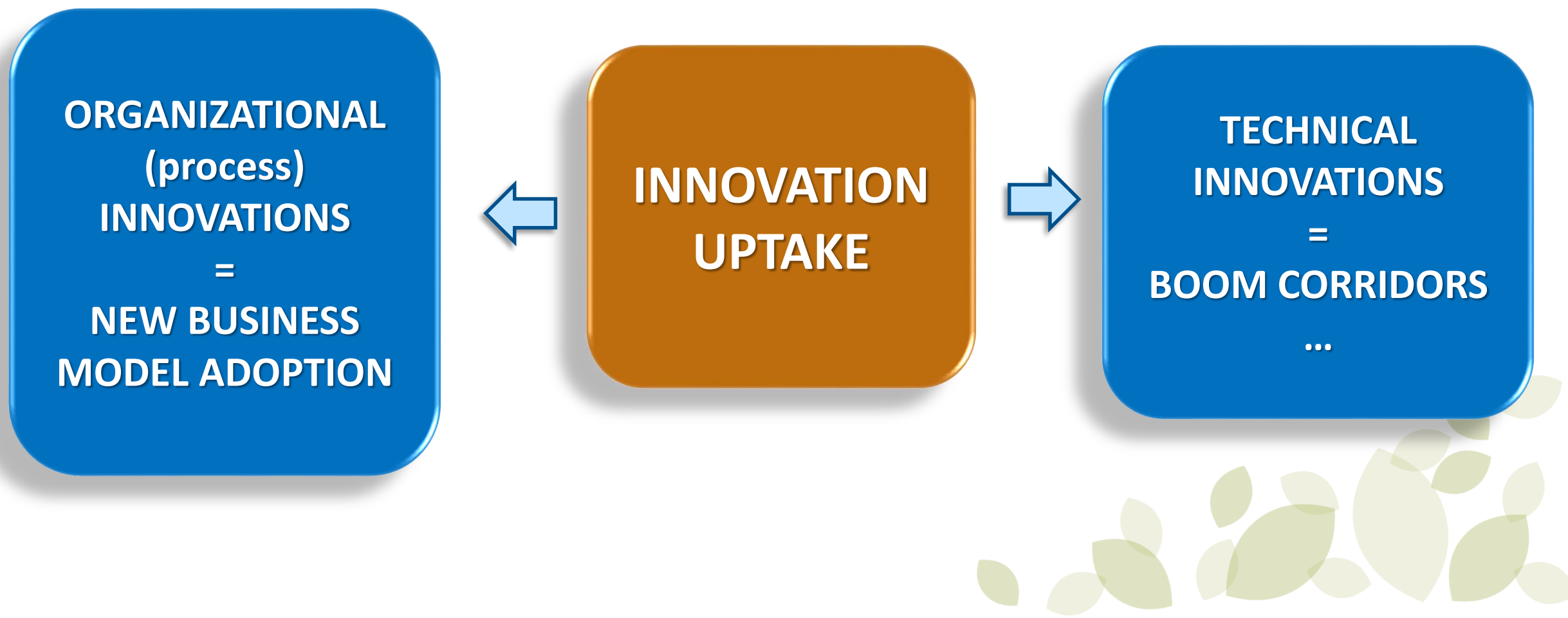
A decorative pattern of overlapping, semi-transparent leaf shapes in various shades of green, located in the bottom right corner of the slide.

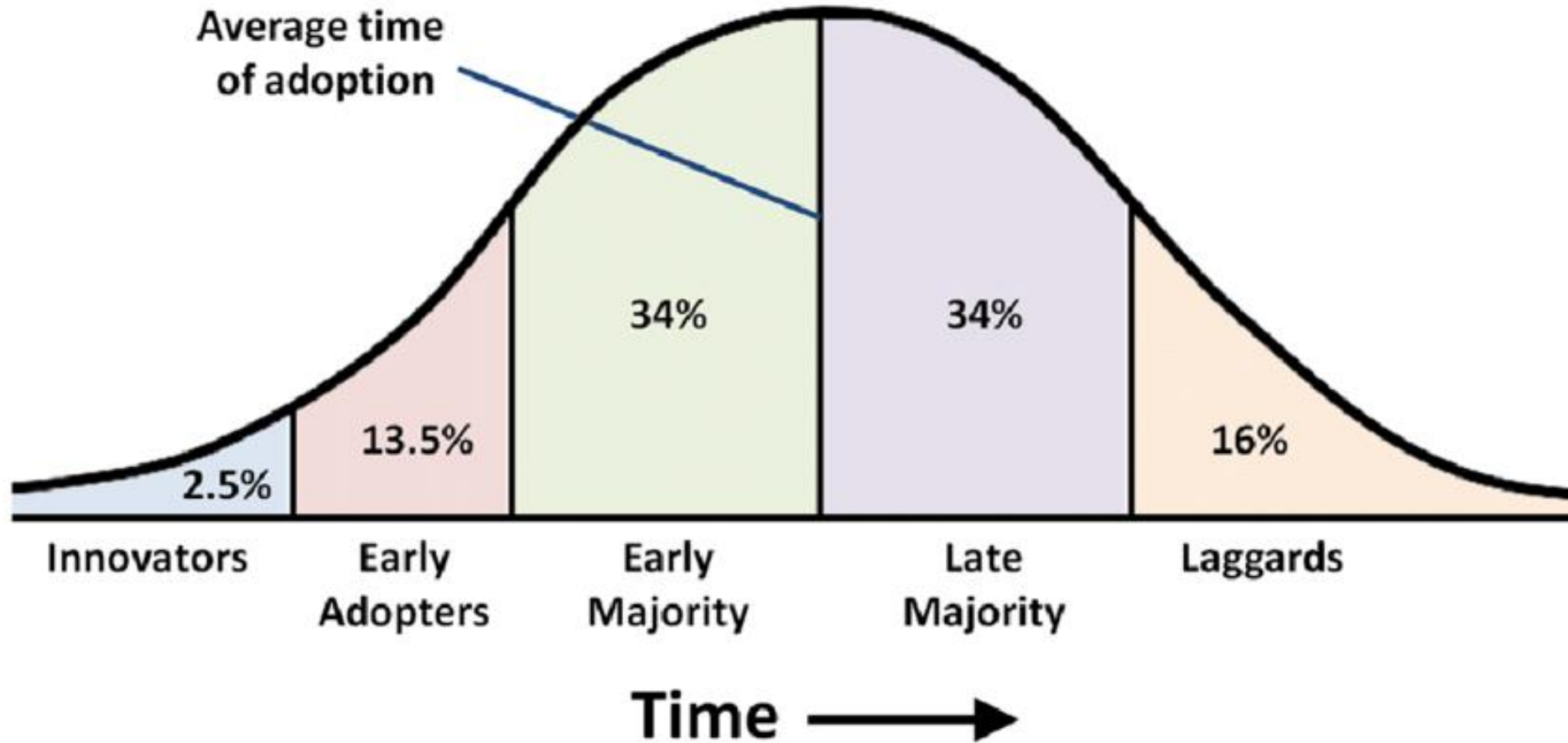
We developed the model of implementation based on Rogers (2003) theory on Diffusion of Innovations and Kumar and Reinartz (2018) Customer Relations management.

Rogers Everett: Diffusion of Innovations, Free Press, NY USA, 2003

Kumar., V., Reinartz W. 2018. Customer Relations management. Springer Berlin, Heidelberg.







- **We suggest 5 steps model of behaviour changing activities circle.**
- **During the first cycle we should focus on innovators and early adopters, while in the second circle we should focus on the early majority.**



The results of this part of the SMALLWOOD research project are in the process of preparing for publications, where more detailed informations on

- **New business model and**
- **New business model implementation and adoption process**

will be available.



Q & A



HVALA
THANK YOU

