

“FRACTAL ENTERPRISE MODEL AND ITS USAGE FOR BUSINESS MODEL INNOVATION”

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Abstract

This tutorial introduces a new type of enterprise models called Fractal Enterprise Model (FEM), and its usage for industry level Business Model Innovation. The latter means starting a business that is different from the one already run by the enterprise. A FEM model connects enterprise's business processes with its assets revealing existing assets that can be used in a new business model. The assets can be human-related or infrastructure related, including various IT systems that support the business. A new business model is built by finding another usage for already existing assets; it can be a technologically based transformation, or a human capital based transformation, or both.