

**Call for Papers for Special Issue of the TIM Review*****Aligning multiple stakeholder value propositions: the challenge of new companies committed to scale early and rapidly***

**Abstract submission deadline:** June 15<sup>th</sup>, 2020 / **Final submission of manuscripts:** November 1<sup>st</sup>, 2020

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**Overview**

This call for papers aims to advance value proposition research in the context of new companies (startups, international new ventures, born globals) committed to scale early and rapidly.

The special issue seeks to build on the research progress of scholars in marketing management, international entrepreneurship, corporate governance, finance, entrepreneurial ecosystems, business models, and business scaling.

**Motivation for the Special Issue**

The value proposition concept is the single most important organizing principle for a company (Webster, 2002). It has been defined as “a strategic tool facilitating communication of an organization’s ability to share resources and offer a superior value package to targeted customers” (Payne, Frow, & Eggert, 2017). Extant research emphasize the need for the engagement of different actors who can collaboratively share resources in shaping new market offers (Baldassarre et al., 2017; Ballantyne et al., 2011; Eggert et al., 2018; Frow & Payne, 2011; Truong et al., 2012).

The special issue is motivated by the desired to fill a gap in the literature, the development of value propositions in new companies committed to scale early and rapidly. To scale the value of new companies early and rapidly, entrepreneurs and top management teams face the formidable challenge of concurrently developing and aligning value propositions for diverse parties. The relationship between value proposition development and scaling the value of a new company is not well understood (Bailetti & Tanev, 2020).

**Research topics**

This call for papers invites scholars worldwide to address the challenges of value proposition development in the context of new companies committed to scale early and rapidly. Articles are expected to build on key insights that have emerged from the extant literature and provide new conceptual, theoretical and practical insights.

Research topics may include, but are not limited to:

- Formulation of multiple value propositions to address the diverse interests of the key actors involved in the value creation process
- Alignment of the multiple stakeholder value propositions with company's scaling objectives
- Dynamic configuration of internal and external resources required to scale a new company
- Frameworks, methods and tools to develop and align value propositions for multiple parties
- Theoretical contributions to our understanding of how to align multi-party value propositions with a new company's path to scale value and the company's resource configuration
- Ways to integrate multi-party value propositions into business models that scale
- Ways to align value propositions for those who provide capital and other resources with the value propositions of those who benefit
- Methods to systematically learn from value propositions of companies that have scaled early, rapidly and securely and use them to differentiate new companies
- Systems to track changes in stakeholders value creation and use the information to realign the value propositions
- Develop value propositions that enhance your customers and suppliers outcomes, marketing strategies, and competitive advantages
- Continuously improve value propositions based on results and feedback
- Develop value propositions for key members of the value chain that align with the key members value propositions as well as improve the competence of the value chain
- Develop investor value propositions that incorporate the path to customer value creation in return for investors funds and confidence
- Approaches to dealing with the liability of newness impact on the value proposition development process

### **Key dates**

- June 15<sup>th</sup>, 2020: Abstracts submissions
- June 30<sup>th</sup>, 2020: Acceptance decision and feedback
- November 1<sup>st</sup>, 2020: Submission of final manuscripts
- November 30<sup>th</sup>, 2020: Feedback based on peer-review process
- December 31<sup>st</sup>, 2020: Authors` final submissions of revised manuscripts

### **Submission Guidelines**

- Manuscripts should be submitted by e-mail to one of the Guest editors.
- Manuscripts should follow the TIM Review Author guidelines:  
<https://timreview.ca/authorguidelines>.

### **About the TIM Review**

The *Technology Innovation Management Review* ([www.timreview.ca](http://www.timreview.ca)) offers a platform for research on emerging trends relevant to launching and growing new technology businesses. The TIM Review focuses on the theories, strategies, and tools that help small and large technology companies succeed. The TIM Review brings together diverse viewpoints – from academics, entrepreneurs, companies of all sizes, the public sector, the community sector, and others – to bridge the gap between theory and practice, with a particular focus on the topics of technology entrepreneurship and innovation management, in small and large companies.

## References

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