

Current Status and Characteristics of Business Model Innovation Research in China

Mengyue Li^{1,*}

¹*School of Economics and Management, Southwest University of Science and Technology, Mianyang, 621010, China*

**Corresponding author*

Keywords: Business model innovation, Knowledge map, Cite space.

Abstract: Under the background of "mass entrepreneurship and innovation", business model innovation is the source of corporate value creation, and it is the way for companies to find new logic to create value and obtain value for stakeholders. Business model innovation is a research hotspot in my country's academic circles, and academic achievements are becoming more and more abundant. This paper selects 2428 literatures related to business model innovation included in CNKI from 2010 to 2021, uses Cite Space software to analyze the development trend of business model innovation, systematically sorts out the development history of business model innovation research in the past 12 years, and grasps the overall situation. The focus, characteristics and trends of research in this field are expected to provide reference and reference for related research.

1. Introduction

In recent years, under the background of global climate change, extreme weather and climate events frequently occurred. Simultaneously, the frequency and intensity of drought increased significantly, especially in southern China. The severe seasonal drought in Southern China had a severe impact on agricultural production, which resulted in a significant reduction in grain crops and a threat to national food security. Statistics show that the average drought-stricken area of Hunan Province is 701000 hm²/year, and 324000 hm² are disastrous. Drought caused 694,000 tons of grains reduction, more than twice that produced by floods. The average annual investment in drought relief is 137 million Yuan. In 1978, Drought relief funds even reached 214 million Yuan [1]. The drought has become an essential factor which affects the economic development and the social stability of Hunan province and restricted the agricultural construction. Therefore, the study on the distribution and evolution characteristics of drought in Hunan is very significant to assist the government decision-making.

2. Research Design

2.1 Data source

This paper uses CNKI to conduct Chinese literature search. In order to effectively and

comprehensively reflect the current research situation of domestic scholars in the field of business model innovation, the search topic of this paper is "business model innovation" OR "business model design" OR "business model transformation". The source of the journal is "SCI source journals", "EI journals", "Peking University Core", "CSSCI", "CSCD" and dissertations, the time range is 2010~2021, and a total of 2428 documents in the past 12 years have been obtained after screening.

2.2 Research methods

As a technology for analyzing the structural relationships of key points, development trends and subject words in research fields, scientific knowledge graphs have been widely used and developed in domestic academia since they were introduced into China in 2005, and a large number of excellent results have emerged in different fields. The CiteSpace software developed by Professor Chen Chaomei, as a tool for drawing knowledge maps, has distinctive features such as simple operation and visualization, and is widely used in knowledge map drawing. Therefore, this paper chooses CiteSpace software for visual analysis of CSR related literature.

3. Business model innovation literature analysis

3.1 Analysis of research institutions

The School of Business Administration of South China University of Technology has the most publications, followed by the School of Economics and Management of Wuhan University and the School of Economics and Management of Southeast University; Most of the institutions conducting research in this field are universities and there are few cooperation between institutions. Among them, there are three cooperation networks, which are represented by the School of Economics and Management of Wuhan University, the School of Economics and Management of Southeast University, and South China University of Technology. Among them, the most complex institutional cooperation network is the one represented by the School of Economics and Management of Wuhan University. The number of institutions in this cooperation network exceeds ten. The most important cooperative institutions include the Business School of Nankai University, the School of Management of Zhejiang University and the Business School of Renmin University of China. The research institutions in these cooperative networks are the main publishing units, while other institutions conduct relatively independent research, indicating that for the interdisciplinary subject of business model innovation, it is necessary to strengthen cooperation and exchanges between institutions.

3.2 Study and author analysis

Wang Bingcheng has published the most papers in the field of business model innovation, followed by Jiang Jihai and Feng Lijie; Chinese scholars have cooperated more in research in this field and published more papers. The cooperation relationship between scholars and other scholars is closer, mainly forming a cooperation network represented by Wang Bingcheng and Feng Lijie. It can be seen from the cooperation network represented by Feng Lijie that each author in the network cooperates. In the cooperation network represented by Bingcheng, the cooperation between authors is mainly with Wang Bingcheng, and there is less cooperation with each other. In short, these two cooperation networks are important driving forces for the research on business model innovation in my country, but most scholars have more or less cooperative relations with each other, which is conducive to the development of the field of business model innovation.

3.3 Analysis of research hotspots

This field is centered on the keyword "business model innovation", and the research focuses on the keywords of technological innovation, corporate performance, value chain, big data, value creation, value network, value proposition, etc. Indicating that in the field of business model innovation research, scholars combine these keywords with business model innovation. For example, some scholars study the configuration impact of business model innovation and technological innovation, and the components of business model innovation, or the impact of business model innovation on enterprise performance, and there are many scholars who study the business model innovation of retail enterprises. These keywords are the focus of research on business model innovation.

According to the start and end time of the emerging keywords, the research fronts of business model innovation are divided into early fronts (2010-2013), mid-term fronts (2013-2019) and latest fronts (2019-present), in order to clarify the research priorities in different stages of this field. In the early stage, the research focuses on the connotation of business model innovation, including the application of value chains and industrial chains in business models, and business model innovation is a disruptive innovation activity; mid-term research fronts focus on big data and the Internet's impact on business model innovation; In the latest research, the research in this field has obviously tended to diversify, considering the influence of external environment, entrepreneurial orientation and other situational factors on business model innovation, reflecting this characteristics of interdisciplinary fields.

4. Conclusions and Discussion

This paper uses Cite Space bibliometric software to select 2428 documents related to business model innovation included in CNK from 2010 to 2021, and conduct visual analysis from three aspects: research institutions, document authors and research hotspots. The research found that: (1) The research on business model innovation started late in China, with relatively few research institutes, and most of the research institutions conducted relatively independent research, indicating that for the interdisciplinary field of business model innovation, it is necessary to strengthen the cooperation between institutions. Cooperation and exchanges become necessary. (2) There are also few research authors in the field of business model innovation. Most of the cooperation between authors is paired or independent research, and a close-knit author cooperation network has not yet been formed. (3) It can be seen from the keyword co-occurrence diagram that Chinese scholars focus on the impact of business model innovation and keywords such as big data capabilities, technological innovation, and corporate performance; in the keyword emergence analysis, the research on business model innovation in my country Frontiers are divided into three stages: early frontiers (2010-2013), mid-term frontiers (2013-2019) and latest frontiers (2019-present). Early research focuses on the connotation of business model innovation, and mid-term frontiers focus on business the influencing factors of model innovation, and the latest frontiers focus on the research on situational factors of business model innovation.

By combing and analyzing the literatures related to business model innovation, it can be found that the current research frontier in this field is relatively clear, which provides a solid foundation for the expansion of business model innovation research. In the future, on the basis of current research, we can further explore the impact mechanism and transmission mechanism of the relationship between business model innovation and other high-frequency keywords, and include more mediating and moderating variables into the research scope.

References

- [1] Xu Min, Yao Mengqi(2018). *Business model, technological innovation and manufacturing performance Regulation role of — product market competition*. *Friends of Accounting*, no.11, p.79-84.
- [2] Teece D J(2009). *Business Models, Business Strategy and Innovation*. *Long Range Planning*, vol.43, no.2, p.172-194.
- [3] Casadesus R, Zhu F (2013). *Business model innovation and competitive imitation: The case of sponsor-based business models*. *Strategic Management Journal*, vol. 34, no.4, p.464-482.
- [4] Zeng Yingying, Pu Zan(2019). *Research Status of Business Model Innovation at Home and Abroad—A Bibliometric Analysis Based on CiteSpace*. *Business Economic Research*, no.16, p.44-47.
- [5] Jin Yuran, Ji Shoufeng, Yu Jiangnan(2018). *Visual analysis of business model innovation and its evolution*. *Scientific Research Management*, vol.39, no.07, p.50-58.