Business Model Innovation in Pharmaceutical industry: Service Orientation Perspective

Li-Min Chuang¹, Wei-Jen Chen² and Cheng-Chung Yeh³

Abstract

This study zooms in on the pharmaceutical industry and incorporates the perspectives of the service economy, in order to explore the possible frameworks for business model innovations. Business model innovation is gaining attention now, but still few researches compared with literatures of service innovation. An in-depth study of BMI is important for both theoretical exploration and business practice. The main objectives of this research are: (1) Construct an analytical typology of BMI in pharmaceutical industry; (2) Establish an BMI analytical model for pharmaceutical industry in Taiwan; (3) Based on the above-mentioned indicator establishing process and results, make suggestions for future researchers and recommend useful strategies for enterprises.

JEL classification numbers: C83, M15, O31
Keywords: Business Model Innovation (BMI), Pharmaceutical Industry, Service Innovation, Fuzzy Hierarchy Analysis Method

¹ Department of International Business, Chang Jung Christian University, Taiwan
² Ph.D. Program in Business and Operations Management, Chang Jung Christian University, Taiwan
³ Center of General Education, Shu-Zen Junior College of Medicine and Management, Taiwan

Article Info: Received: June 23, 2019. Revised: July 12, 2019. Published online: October 15, 2019.