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Introduction

*Everything is emptiness.
This is the ultimate truth. Nothing else!*

Kazimierz Perechuda

In this era of fast changing society, economy, culture, technology, religion and other fields of human activity, the effectiveness of different paradigms, theories, models, methods, techniques and tools is continuously falling.

A hologram is the modest paradigm in the modern society and economy. It shows a non-real world, which like in the movies, is more important than reality viewed by people in a destructive way. Media business shows us a positive picture of an imaginary world; the main problem is focused on the lack of differentiation tools between the real and illusionary world. Therefore, people are concentrating on the simple buying mechanism in super and mega-markets rather than on thinking, which is boring, demands extra energy and the result is non-real, moved to the future, which again is dangerous and unpredictable.

In modern society we can observe the dynamic multiplication of different, chaotic processes, which people try to structure in some way. But the processes which are built in any way are converted into an obstructive gate in the process of the holistic development of the economy and society. Therefore, the best solution is not to regulate any kind of processes but only to go or flow with them. In turn we can in this way preserve and accumulate social, political, educational, technological and managerial energy, which can be used for the accomplishment of new ideas and goals.

On the basis of these assumptions, we can formulate a new paradigm for modern society and the economy: **“Do not regulate the chaotic processes – flow with them”**.

In contemporary business, we can observe a decreasing life cycle of business and management models (BMM). This means that scientists, consultants and specialists in management should design and implement more and more **“coaching and consulting products”** focused on the key competencies of the companies and also clients.

Every new BMM should deliver solutions to the staff and consumers.

This book presents BMM based on new organizational paradigms:

- holism,
- continuity vs. discontinuity,
- symmetry vs. asymmetry,
- solution delivering,
- rapidly changing roles of organizational actors,
- new expectations of creative industries,
- decreasing loyalty to the company,
- fast movement of knowledge agents between industry sectors and companies.

The authors view a company as an organizational theatre in which:

- staff are treated as the actors,
- management fulfill director roles,
- every team member is obliged to prepare new organizational and managerial scenarios,
- clients are involved in writing behavior scenarios oriented to design, deliver a dedicated solutions,
- business performance is shown and tested in the form of real theatre.

In the presented book the authors investigate the new possibilities to enrich the effectiveness of the processes of modern profit and non-profit organizations, based on the following assumptions, ideas, theories, concepts, approaches and categories:

- corporate architecture, space, invisibility (Chapter 1),
- new approach to organization as the meaning field (Chapter 2),
- tautological business model (Chapter 3),
- centre and periphery (Chapter 4),
- independent and networking concept of an agile company (Chapter 5),
- organizational space (Chapter 6),
- spatial model of business (Chapter 7),
- models of appropriation (Chapter 8),
- technology megatrends (Chapter 9),
- sourcing IT services (Chapter 10),
- relations models (Chapter 11),
- value shop (Chapter 12),
- multilevel business model (Chapter 13),
- business model for public – social partnership (Chapter 14),
- business model of social enterprise (Chapter 15).

The ideas included in this book are very original and therefore, especially in the first part of the book (Chapters 1–5), there are no citations.

The level of conducted research is very abstract, oriented to high, advanced qualifications of “brilliant” knowledge agents, freely participated in and moving between different networking companies and organizations.

The fundamental ontology of the presented business and management models is emptiness philosophy, which delivers unlimited possibilities to create, develop, change and annihilate business entities.

The meaning field, which underlies the new definition of an organization is built in opposition to the past and present existing organization concepts. Here we see an attempt to move away totally the business organization from a traditional to non-material (meaning) value chain.

The organizational form (enterprise, firm, company) exists in the real world if it possesses any kind of mental perception of this philosophy, ontology, vision, mission, goals, rules, principles and so on.

To decode their meaning field it is necessary, like in psychoanalysis, to “dig” into underlying, unconsciousness shelters of organization.

The organization exists until it gives to the environment any gates for their interpretation.

If the clients, competitors and others “in” and “out” subjects cannot interpret (find any ideas, categories, meanings) the organization, then we could conclude that it does not exist.

On the basis of the mental and deductive models presented in this book, managers, academic staff, consulting agencies and coaches could develop and design advanced business and management models for profit and non-profit organizations. The authors of the book especially concentrate on research process in the creative industry sector which cannot be developed on the basis and assumptions specific for the traditional industry.

The book will also be useful for Ph.D. and MBA students.

The business and management models will certainly find application during the diploma and master seminars at universities and high schools of management and economics.

Kazimierz Perechuda
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