عنوان فارسی مقاله:
موفقیت در دوران بحران و رکود اقتصادی از طریق نوآوری مدل کسب و کار

عنوان انگلیسی مقاله:
Prevailing During the Periods of Economical Crisis and Recession through Business Model Innovation

توجه!
این فایل تنها قسمتی از ترجمه میباشد. برای تهیه مقاله ترجمه شده کامل
با فرمت ورد (قابل ویرایش) همراه با نسخه انگلیسی مقاله، اینجا کلیک کنید.
5. Discussion and Conclusions

Business model is combination of key resources and processes creating value for customers and enterprises in harmony. Every successful enterprise has a successful business model. However, there is not any everlasting business model. With developing technology to meet escalating customer expectation, enterprises are urged to change their business model. Business model innovation is combination of key resources and processes different than competitors’ to create value for the enterprise and its customers in the face of the co-modification of goods and services. It is apparent that enterprises engaged in business model innovation are more successful than enterprises engaged in product and process innovation.