

DEFINING COOPERATIVE BUSINESS MODELS FOR INTERORGANIZATIONAL COOPERATION

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ABSTRACT

Usage of software platforms alongside the business transformation potential of information and communication technology enables cooperation between different companies in both open and networked environments. This is possible when multiple actors cooperate in the delivery of services; each one contributes its own resources, and there is an underlying attractive business model for all of the players involved. This research paper investigates the definition process of a cooperative business model, which involves partners from different countries with different levels of technology, different markets, and different statutory regulations. The aim of this paper is to contribute to both theory and practice by introducing an approach for a cooperative business model definition that can be used in instances where there are conflicting requirements of partners who are willing to cooperate. In the case which is analyzed in this paper, the premature identification of the exploitation alternative scenarios among partners, the adoption of a perspective based on customers' needs by the means of the *business episode* concept, and the usage of the business model ontology for the description of the structure of the cooperative business model, have helped the different partners to successfully converge to a common and agreed solution.