

Business Model Conference 2026

Department of Management - Faculty of Economics "G. Fuà", Università Politecnica delle Marche

Piazzale Martelli 8, Ancona, Italy

June 10–11, 2026

PhD Colloquium: June 9, 2026

The Business Model Conference 2026 is designed as an intensive yet community-oriented gathering. With 60 short papers, two keynote speeches, and dedicated business sessions, the programme combines academic rigor with meaningful interaction.

All parallel sessions follow a short paper format. **Each paper is allocated 20 minutes in total: 15 minutes for presentation and 5 minutes for discussion and questions.** Session chairs will ensure a smooth and respectful management of time in order to maintain rhythm while allowing space for dialogue and exchange.

The overall structure of the conference intentionally combines focused academic discussion with carefully designed networking moments. Coffee breaks, lunches, and the guided city tour are conceived as integral parts of the conference experience — spaces where conversations continue beyond formal presentations and where collaborations often begin.

BMC 2026 reflects a growing and evolving international community of scholars and practitioners working on business models from diverse theoretical and empirical perspectives. The conference is not only a venue for presenting research, but also a platform for shaping future debates, strengthening scholarly ties, and reinforcing the collective identity of the Business Model field.

DAY 1 – Wednesday, June 10, 2026

08:30–09:00

Registration

 READING ROOM – GROUND FLOOR, FACULTY ENTRANCE

09:00–09:30

Welcome Address & Institutional Greetings

 ROOM A1

Marco Montemari – Conference Chair

Marco Battino – Municipal Councillor of the City of Ancona

Maria Serena Chiucchi – Rector's Delegate for University Community and Shared Values, Univpm; Deputy Vice-President of SIDREA

Antonio Di Stasi – Dean of the Faculty of Economics “G. Fuà”, Univpm

Andrea Perna – Director of the Department of Management, Univpm

09:30–10:30

Keynote Speech

 ROOM A1


Florian Lüdeke-Freund – ESCP Business School

10:30–11:00

Coffee Break & Networking

11:00–12:30

Parallel Sessions – Slot 1

 ROOMS T31, T32, T33, T36

12:30–13:30

Lunch

13:30–14:30

Business Track – Jaeggi Hybridtechnologie AG

 ROOM A1

Daniel Stölzle


Moderated by Christian Nielsen – Co-founder, Journal of Business Models

14:30–15:00

Coffee Break & Networking

15:00–16:30

Parallel Sessions – Slot 2

 ROOMS T31, T32, T33, T36

16:45

Guided City Tour

DAY 2 – Thursday, June 11, 2026

08:30–09:00 **Campus Open & Welcome Coffee**

09:00–09:30  **Journal of Business Models Session – Meet the Editor and the Publisher**

 ROOM A1

Marco Montemari – Editor-in-Chief, Journal of Business Models

Michael Burrows – Publishing Development Manager, Emerald Publishing

09:30–10:30  **Business Track – Frolla Microbiscottificio**


 ROOM A1

Floriano Bonfigli

Moderated by Christian Nielsen – Co-founder, Journal of Business Models


10:30–11:00 **Coffee Break & Networking**

11:00–12:30 **Parallel Sessions – Slot 3**

 ROOMS T31, T32, T33, T36

12:30–13:30 **Lunch**

13:30–15:00 **Parallel Sessions – Slot 4**

 ROOMS T31, T32, T33, T36

15:15–16:15  **Keynote Speech**

 ROOM A1

Tina Saebi – Norwegian School of Economics

16:15–16:30 **Farewell Address & Closing Remarks**

 ROOM A1

Marco Montemari – Conference Chair

Conference Dinner Evening

- 18:00** **Departure to Conference Dinner Venue from the City Center**
Piazza Cavour
- 18:30–19:30** **Pre-dinner Aperitivo on the Terrace with a Sea View**
Hotel Fortino Napoleonico
- 19:30** **Conference Dinner**
Hotel Fortino Napoleonico
- 23:00** **Return transfer to Ancona city center**