Table 1: Overview and characteristics of typologies and taxonomies in the business model literature (Kamprath & Halecker, 2012, pp.27–31)

<table>
<thead>
<tr>
<th>Author and Year</th>
<th>Industry focus</th>
<th>Database (conceptual, empirical (quantitative, qualitative))</th>
<th>Classification Criteria</th>
<th>Number and Names of Business Model Categories</th>
</tr>
</thead>
</table>
- The mail-order model  
- The advertising based model  
- The subscription model  
- The free trial model  
- The direct marketing model  
- The real estate model  
- Incentive scheme models  
- Business to Business  
- Combinations of the above models  
  - native Internet business models  
    - The library model  
    - The freeware model  
    - The information barter model  
    - Digital products and the digital delivery model  
    - The access provision model  
    - Web site hosting and other Internet services  
| Bambury (1998) | E-Commerce | Conceptual | • unknown | • transplanted real-world business models  
- The mail-order model  
- The advertising based model  
- The subscription model  
- The free trial model  
- The direct marketing model  
- The real estate model  
- Incentive scheme models  
- Business to Business  
- Combinations of the above models  
  - native Internet business models  
    - The library model  
    - The freeware model  
    - The information barter model  
    - Digital products and the digital delivery model  
    - The access provision model  
    - Web site hosting and other Internet services  
| Betz (2002) | automotive E-Commerce | Conceptual | • Resources  
• Sales  
• Profits  
• Capital | • Strategic finance  
• Strategic response  
• Strategic enterprise  
• Strategic learning  
• Strategic firm  
• Strategic innovation  
| Bienenstock et al. (2002) | E-Commerce | Empirical/multiple case study | • Number of buyers  
• number of sellers  
• type of sellers  
• nature of the product  
• frequency of offering  
• price mechanism | • 40 categories without specific names  
| Bigiardi et al. (2005) | biotechnology | Empirical/quantitative | • cluster analysis of...  
- Age  
- Size  
- Degree of newness of the biotechnology used  
- Level of R&D integration  
- level of industrialization/services of the sector | • Service companies  
• Small research companies (NBFs)  
• Traditional integrated firms  
• Industrialized Integrated firms  
| Bonacorsi et al. (2006) | Open Source Software | Empirical/quantitative | • the full profile of offering (continuum between product and services)  
• the relative importance of OS versus proprietary software (Degree for openness to Open Software) | • More Open Source Oriented (MOSS)  
• Less Open Source Oriented (LOSS)  
| Camisón & Villar López (2010) | cross-industry | Conceptual | • organizational structure (3 items)  
• degree of diversification (1 item)  
• management of the value chain activities (1 item) | • Multidivisional model  
• Integrated model  
• Hybrid model  
• Network-based model  
| Casadesus-Masanell & Llanes (2011) | Open Source Software | Conceptual | • openness of base software  
• openness of software extensions | • Open source  
• Open core  
• Open-edge  
• Proprietary  
| Casadesus-Masanell & Zhu (2010) | Ad-based Content Models (Internet, TV, Newspaper, etc.) | Conceptual | • ad-revenue possibilities | • subscription-based model  
• ad-sponsored model  
• mixed model  
• dual model  
| Chesbrough (2006) | cross-industry | Conceptual | • depth of investment made to support the business model  
• openness of the business model | • Undifferentiated business model  
• Differentiated business model  
• Segmented business model  
• Externally aware business model  
• Integrated business model  
• Adaptive business model  
| Chesbrough & Appleyard (2007) | Open Source Software | Conceptual | • unknown (referring to a working paper) | • Support  
• Subscription  
• Professional Services/consulting  
• Proprietary Extension  
• Dual License  
• Device  
• Community Source  
| Giesen et al. (2007) | cross-industry | Empirical/qualitative (best-practice case study) | • source of new business model innovation | • model innovation  
• enterprise model innovation  
• revenue model innovation  
| Konde (2008) | biotechnology | Empirical/qualitative | • integration in the value chain | • Vertical (Fully Integrated Pharmaceutical Company (FIPCO))  
• Hybrid  
• Product  
• Platform  

Source: Kamprath & Halecker (2012, pp.27–31)
<table>
<thead>
<tr>
<th>Author(s)</th>
<th>Industry/Conceptual</th>
<th>Research Area</th>
<th>Key Findings</th>
</tr>
</thead>
<tbody>
<tr>
<td>Linder &amp; Cantrell</td>
<td>Cross-industry</td>
<td>Conceptual</td>
<td>- 33 business models schemes in 9 categories</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>- profit-making activity</td>
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<td></td>
<td></td>
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<td>- relative position on the price/value continuum</td>
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<tr>
<td>Nosella et al. (2005)</td>
<td>Biotechnology</td>
<td>Empirical/quantitative</td>
<td>- Types of companies based on their activities</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>- types of companies based on their type of biotechnology</td>
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<tr>
<td>Patzelt et al. (2008)</td>
<td>Biotechnology</td>
<td>Conceptual</td>
<td>- Unknown</td>
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<tr>
<td></td>
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<td>- Therapeutics firms</td>
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<td>- Platform firms</td>
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<td>- E-Procurement</td>
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<td>- E-Malls</td>
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<td>- E-Auctions</td>
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<td>- Virtual communities</td>
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<td>- Collaborations platforms</td>
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<td>- Third-party marketplaces</td>
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<td>- Value-chain integrators</td>
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<td>- Value-chain service provider</td>
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<td>- Information brokerage</td>
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<td>- Trust services</td>
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<tr>
<td>Weill et al. (2005)</td>
<td>Cross-industry</td>
<td>Conceptual</td>
<td>- What rights are being sold?</td>
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<td>- Creator</td>
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<td>- Distributor</td>
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<td>- Broker</td>
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<td>- What type of asset is involved?</td>
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<td>- Financial</td>
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<td>- Human</td>
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<td>Willemstein et al. (2007)</td>
<td>Biotechnology</td>
<td>Conceptual</td>
<td>- Hybrid</td>
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<td>- Service/Platform</td>
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<td>Wirtz et al. (2010)</td>
<td>E-Commerce</td>
<td>Conceptual</td>
<td>- Value proposition</td>
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<td>- Proceeds</td>
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<td>- Content</td>
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<td>- Connection</td>
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