



SPACE BUSINESS:
EMERGING THEORY AND
PRACTICE

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EDITORS**



Call for chapter proposals

Space Business: Emerging Theory and Practice

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Objective and Background

This book intends to investigate commercial activities of firms either acting in the space related industries or utilizing services and data provided by space technology firms. These commercial activities are largely enabled by the so-called "New Space" concept where commercial activities in space are taken by private firms, replacing the actions of government owned space institutions, i.e. "Old Space". New Space refers to business opportunities exploited through small and low-cost satellites and innovative space data services (see e.g., Golkar & Salado, 2021; Paikowsky, 2017). These services include, for example, precise navigation solutions, satellite imagery and processing, satellite telecommunication, data communication, remote sensing, among others. Further, commercial use of space technologies has created new services, businesses, business models, and ecosystems (see e.g., Prol et al., 2022; Weinzierl et al., 2022; Weinzierl, 2018). Thus, space related technologies, activities, data and services are nowadays more easily available for entrepreneurs and small businesses. This increasing accessibility has created numerous research opportunities in this field that we refer to as "space business". Although space technologies and services have attracted growing interest in many technical disciplines, the studies related to space business activities among firms acting in New Space or utilizing the services provided by New Space are just emerging.

There are several theoretical insights that can be used to guide research in space business. The theories and/or frameworks can be used individually or as a combination of different theories. As an example, the resource-based view (Barney, 1991; Wernerfelt, 1984) or resource dependency theory (Pfeffer, 1987) can be applied to study what the most valuable resources are, how firms get access to different resources, and how these resources lead to sustainable

competitive advantages. Effectuation and opportunity creation theories (Alvarez & Barney, 2007; Sarasvathy, 2008) can be applied to how entrepreneurs in space business establish their firms and what the processes are that lead successful new ventures in the industry. Social network theories can be used to study how firms and individuals network and develop relationships, as well as how space firms can benefit from different networks and resources that their networks provide (Burt, 1997; Granovetter, 1973; Weick, 1976). Space firms also operate globally with different customers and service providers. Born-global/international new venture theory (Oviatt & McDougall, 1994) can be applied to study how these firms internationalize and develop their business with other actors in global markets. Furthermore, different business model views (Karami et al., 2021; Ojala, 2016; Osterwalder et al., 2005) can be adapted to study how space firms create value for other actors in the industry, how can they achieve a frontier position in the market and make profit.

Chapters can focus on, but are not limited to, the following topics:

- The current state of knowledge about various space business related activities.
- The business models in space business and how space business changes existing business models.
- Specific characteristics of space business.
- The ecosystems found in space business and how firms act within these ecosystems.
- Entrepreneurial activities of space firms.
- How space firms network with other actors in the market and/or operate in a global environment.
- How firms utilize the data and services provided by space firms in their own businesses.
- Space innovations and R&D related to space business development.
- Business investment in the space industry.
- Case studies related to different space business firms or firms utilizing space data.

About the Editors

Arto Ojala is Professor of International Business at the University of Vaasa, Finland. Ojala also holds the titles of Adjunct Professor in knowledge management from the University of Tampere (in Finland) and in entrepreneurship from the Jyväskylä University School of Business and Economics (in Finland). He is working on several space related research projects in the Digital Economy platform at the University of Vaasa. Ojala's research is at the cross-section of international business, information systems, and entrepreneurship. His articles have been published in *Journal of World Business*, *IEEE Access*, *International Business Review*, *Journal of International Marketing*, *International Marketing Review*, *Journal of Small Business Management*, *Information Systems Journal*, *IEEE Software* among others. He received his doctorate in economics from the University of Jyväskylä in 2008, majoring in information systems science.

William W. Baber is Professor in the Graduate School of Management, Kyoto University and has been a visiting professor at University of Vienna and University of Jyväskylä. He has combined education with business throughout his career. Additional experience includes economic development in the State of Maryland and supporting business starters in Japan. Currently he is teaching and researching negotiation and business model innovation. He is the lead author of the textbook *Practical Business Negotiation* (Routledge) and co-editor of *Adopting and Adapting Innovation in Japan's Digital Transformation* (Springer Nature). Recent articles include *The effectual process of business model innovation for seizing opportunities in frontier markets (Technovation)*, as well as *Identifying Confirming the Impact of Training on Negotiators and Organizations* (Negotiation Journal).

Audience for this book

This book is targeted for both academic and business readers. For academia, the audience will include researchers, business students, and business educators seeking basic understanding of space business and its characteristics. Among business people, the book will provide understanding of business activities, business models, and ecosystems in the space business. The audience further includes consultants, managers working in space related industries, potential investors and entrepreneurs planning to establish space business. Requirements for proposed chapters

Proposals should include the following:

- Title of the Chapter
- Names of authors, their affiliation, contact email. Please identify the Corresponding Author with a *
- One sentence statement of the purpose of the chapter
- Extended abstract 1000-1500 words
- List of key references
- Five keywords
- Bios of all authors (100-150 words)

Review Process

Proposals submitted will be reviewed by the Editors and an initial structure of the book will be created. After a shortlisting process, selected authors will be invited to submit full papers (about 5000-8000 words).

Full chapters submitted will be peer-reviewed by a team of academics and practitioners from around the world. The review process will be double-blind, except where the book editors may contribute reviews. The review process will be coordinated by the Editors.

Contact / Coordinating Editor

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Publisher

To be announced – the editors are in discussions with leading academic publishers where they have previously published (i.e., Palgrave Macmillan, Routledge, and similar).

Timeline and Deadlines

- Receipt of Proposal with Extended Abstracts (around 1000-1500 words), Sept 15th, 2023
- Announcement of accepted chapters after review of proposals: October 15th, 2023
- Receipt of full papers (6000-8000 words): January 15th, 2024
- Review and revisions to be completed by February 28th, 2024
- Final preparation of manuscripts and handover to publisher by March 31st, 2024

Financial Implications for authors

There will be no financial implications for contributing authors. A free hard copy and a digital copy of the book are expected to be negotiated with the publisher. Authors will also not receive any royalty from sales (if provided by the publisher to the Editors).

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