

Are solar business models a sustainable business model?

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<div class="df_qntext">Are solar business models aligned with existing business models?

More specifically, the paper maps the solar business models adopted by the 30 largest electric utilities in Sweden and analyses to what extent these models strategically fit, i.e. are aligned with the incumbents' existing business, corporate strategies, and external environment in order to answer two research questions:

<div class="df_qntext">Are solar business models compatible with the established electricity retailer business model?

The combined analysis of the overall adoption pattern and the horizontal alignment shows that solar business models that are compatible with or complement the established electricity retailer business model are not generally preferred over those that are more different.

<div class="df_qntext">Are solar business models a sustainable business model?

With some individual firm exceptions, all solar models align well with establishing a sustainable brand supporting renewable energies. More importantly, however, the retailers use some solar business models - most notably premium reimbursement - to retain customers.

<div class="df_qntext">Is solar PV a viable business model?

Regarding solar PV, it has been argued that it does not fit very well with the incumbent electric utility business model, which is focused on large-scale, centralized production and/or sales of electricity as a commodity (Huijben and Verbong, 2013; Rosenbloom and Meadowcroft, 2014).

<div class="df_qntext">Do corporate strategies influence utilities to adopt solar models?

Instead, incentives and pressures related to corporate strategies and external environment induce or block utilities from adopting solar models. By demonstrating the importance of strategic fit, these findings provide a more nuanced understanding of industry incumbent's strategies in relation to emerging technologies. 1. Introduction

<div class="df_qntext">Should retailers adopt a solar electricity sales model?

Not only does the limited adoption of the solar electricity sales model indicate that a close fit in this dimension is insufficient for adoption to occur, but there is also a widespread adoption of solar models that have a poorer fit with - or even threaten - the existing value of the retailers' core business, such as PV turnkey sales.

For literature on photovoltaic energy storage, Aghamohamadi (Aghamohamadi et al., 2021) proposed a two-stage adaptive robust optimization (ARO) for determining the optimal scale of ...

The case shows that the process of bringing a business model to a new market is not sufficiently understood as a process of diffusion. Alternatively, it is a process of business model ...

adapt their capabilities to the CE paradigm to successfully innovate their business model towards a circular business model (Fernandez de Arroyabe et al., 2021; Pieroni et al., 2019a).

We map the solar business model adoption of 30 Swedish electric utility incumbents and examine to what extent it can be explained by the strategic fit with the utilities' established business ...

One such innovative approach is the use of solar-powered refrigerated containers, or reefers, for cold storage. This paper explores the design and implementation of a solar-powered reefer system, ...

Each business model category is linked to five operational-level tactics that ensure the model can be implemented successfully and subsequently generates value. These tactical sets ...

The Solar Container Market size is expected to reach USD 7.9 billion in 2034 growing at a CAGR of 10.9. Focused on Solar Container Market size, segmentation, consumer behavior, ...

Abstract Organizations aiming to transition to the circular economy (CE) need to innovate their business models to be in line with the CE-paradigm. In other words, a process of circular business model ...

The business models of 241 solar firms in Sweden were mapped and analyzed using a framework developed by Richardson (2008) as well as the roles, activities, and applications as highlighted in ...

Each category is mapped systematically out after which a cross case analysis is conducted. The research shows that the business model canvas approach is a valuable tool to assess and describe ...

System dynamics business model simulations can explore relationships between business strategy, daily operations, strategy implementation, and stakeholder interactions. This study ...

Experimenting with BMs can facilitate this process, but in the case of circular business models (CBM), they often barely make it to the market. This is particularly the case when cross-organizational ...

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