



## Applications of Business Model Innovations for Multi-Sized Software Companies for Sustained Competitive Advantage

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### Message from the Guest Editors

Dear Colleagues,

The continuously changing business environment fosters the need for reinventing business models of the companies for attaining a sustained competitive advantage. Software startups continuously innovate their business models, while software companies should also work like startups, i.e. flexible, agile, and continuously innovating to attain a sustained competitive advantage. The companies cannot afford to execute a stable repeatable and scalable model; it must be innovated continuously. Software startups struggle to identify scalable and repeatable business models during initial phases through series of experimentations. Once such business models are identified, they are executed to attain growth in the markets. At one stage, the startups turn into companies. The business models of startups and companies cannot remain static, in fact they must continuously analyze the trends and changes in the business environment to transform their business model, to remain competitive.

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