Potential Questions or Area of Research

Olof Zaring: Have to be related to Entrepreneurship.

# Ericsson

Related to Networked Society

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# Jacob

## Funny and interesting questions

“How to use massive available data to validate business models?”

“Big data promises vast amounts of data, but is it usable to validate business models?”

“Is it possible to validate business models with freely available data?”

“How fast is it possible to validate a business model?”

“Is it better to start off with low-fidelity?”

## Business models and big data

<http://www.sciencedirect.com.ezproxy.ub.gu.se/science/article/pii/S0963868715000372>  
This article (I think) is more about how big data can be used in business models.  
“Eliminating knowledge-based, cognitive work processes”. Is it possible for software algorithms to replace (or help, like the chess team (Brynjolfson and McAfee 2014)) innovation teams?

“One specific action point in the IS-related policy research stream concerns intellectual property rights. [Brynjolfsson and Saunders (2010)](http://www.sciencedirect.com.ezproxy.ub.gu.se/science/article/pii/S0963868715000372#b0090) as well as [Lessig (1999)](http://www.sciencedirect.com.ezproxy.ub.gu.se/science/article/pii/S0963868715000372#b0265) demand an updated intellectual property regime to “maximize total social welfare by encouraging innovation by producers while allowing as many people as possible to benefit from innovation at the lowest possible price”.  
Could perhaps be interesting to do together with Evangelos.

“Does ‘big data’ allow for faster or better business model investigations?”