

Business Logic and Environmental Policy, a Research Agenda for the Business-to-Citizen Business Model

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Abstract : The European electricity markets have been changing from a regulated market, to in some places a deregulated market, and are now experiencing a strong influence of renewable support systems. Firm's that rely on subsidies have a different business logic than firms acting in a market context. The article proposes that an offspring to the regular business models, the business-to-citizen, should be used. The case of the European electricity market frames the concept of a business-citizen business model, and a research agenda for this concept is outlined.

Keywords : business logic, business model, subsidies, business-to-citizen

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