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## **SERVICE BUSHINESS MODEL INNOVATION CHALLENGES AND OPPORTUNITIES**

### **Abstract:**

With increasing the population, technology revolution, increase the recourse to use; understanding and mapping stakeholders needs with their behaviour change is an curtail. Business model innovation play a key role in developing the organizations that rely on technologies.

This paper proposes service business model and innovation and how it creates value to stakeholders and be a source of competitive advantage and explains how business models can satisfy customers. It focuses on business model content innovation and activities required to satisfy stakeholders needs as the way to be linked to each other. Also, the paper studies who suppose to perform these activates.

### **Keywords:**

Business Model , innovation , service, customer satisfaction

**JEL Classification:** M00, M00