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COMPETING THROUGH BUSINESS MODELS Ramon Casadesus-Masanell<sup>1</sup> Joan E. Ricart<sup>2</sup> Abstract In this article a business model is defined as a company's choice of policies and assets, the governance structure of those policies and assets, and their consequences, whether flexible or rigid.

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While a recent study shows that there are at least 50 organizational structure, superstructure and architecture types employed in modern organizations, there is a lack of research that would apply organizational design methods to organizations composed entirely of agents and agent systems in order to achieve alignment of organizational structure, processes, and reward system with the goals and strategy of the organization.

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