

1. Record Nr.	UNINA9910337798703321
Titolo	Digital Business Models : Driving Transformation and Innovation // edited by Annabeth Aagaard
Pubbl/distr/stampa	Cham : , : Springer International Publishing : , : Imprint : Palgrave Macmillan, , 2019
ISBN	3-319-96902-1
Edizione	[1st ed. 2019.]
Descrizione fisica	1 online resource (xxi, 264 pages) : illustrations (some color)
Disciplina	380.3
Soggetti	Technological innovations Innovation and Technology Management
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	The Concept, Frameworks, Drivers and Challenges of Digital Business Models -- The Internet of Things as driver for digital business model Innovation -- Value creation for Intelligent Connected Vehicles: An industry value-chain perspective -- Digitization of value chains and ecosystems -- How business value is extracted from operational data: A case study -- Digital business model innovation – Implications for offering, platform and organization -- Service markets: Digital business models and international expansion -- The impact of the European general data protection regulation (GDPR) on future data business models: Towards a new paradigm and business opportunities -- Prosumers' digital business models for electric vehicles: Exploring Microfoundations for a balanced policy approach -- Summary and Concluding Remarks .
Sommario/riassunto	This innovative edited collection explores digital business models (DBMs) and theories to contribute to knowledge of how companies, organizations and networks can design, implement and apply DBMs. It views DBMs in a range of contexts and forms, which can be integrated in a number of ways, and aims to inspire and enable academics, students and practitioners to seize the opportunities posed by digital business models, technologies and platforms. One of the first and comprehensive contributions to the field of DBMs and digital business model innovations (DBMI), the authors discuss the opportunities,

challenges, implementation and value creation, customer and data protection processes of DBMs in different contexts.
