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Titolo	Business Model and Relevant Financing Options in the Area of Autonomous Mobility-as-a-Service / / by Frieder Glimm
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Nota di contenuto	Introduction -- Definition Of Main Terms And Literature Review For Autonomous Mobility-As-A-Service, The Business Model And Innovative Financing Options -- Definition Of The Research Objectives, Hypotheses And Methodology -- Results And Findings -- Discussion -- Conclusion.
Sommario/riassunto	The theoretical part of this book defines the basic terminology on the topic of Autonomous Mobility-as-a-Service (AMaaS). The main goal of the work is to develop a viable business model in the area of AMaaS in Germany. As secondary objectives, relevant innovative financing options are analyzed and the potential market for AMaaS in Germany is examined. For this purpose, a cross-sectional survey is carried out to identify determinants influencing willingness to use. The application part of the book focuses on the potential of the practical introduction of the developed business model. The advantages and risks of implementation are worked out and recommendations are derived. Overall, the work shows, how AMaaS can be established as a substitution for car ownership in Germany. About the author Frieder Glimm holds a Ph.D. from the Department of Economics and Finance at the Bratislava University of Economics and Management (BUEM), as well as a Master of Science in Business Consulting and Digital Management.

He currently works as a corporate customer advisor at a bank, bringing previous experience as a public funding specialist and business development manager. His Research areas are mobility, finance, and business model development.

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