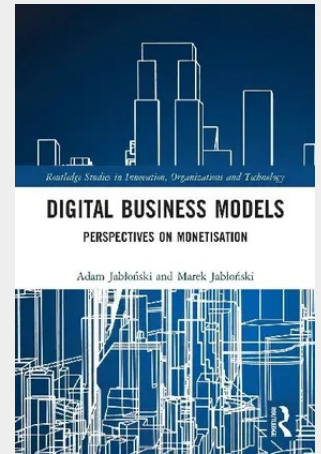


Digital Business Models

Perspectives on Monetisation

By presenting the conditions, methods and techniques of monetisation of business models in the digital economy, this book combines implementation of the theoretical aspects of monetisation with the presentation of practical business solutions in this field. The scope of the book includes the relationship between the monetisation and scalability degree of business models. The book describes the place and role of the digital business ecosystem in the process of digital transformation. It demonstrates ideological and functional conditions for the use of the concept of sharing to design innovative business models while also presenting a multi-dimensional approach to the use of Big Data and their monetisation in the context of business models. Digital Business Models shows the place and role of ecological and social factors in building digital business models that are part of the concept of the circular economy and presents the contemporary conditions of a sustainability concept that meets the ethical challenges of doing digital business. It demonstrates how important the social factors of business model design and the creation of social value are in modern business and demonstrates. The book explores the servitisation of digital business models using digital technologies and features case studies on the effective solutions of business models that use servitisation as a factor supporting the monetisation of business models. Written for scholars exploring the efficiency and effectiveness of business models related to contemporary concepts – Sharing Economy, Circular Economy, Network Economy, Big Data, so on – and those designing business models taking into account social aspects, it will also be of direct interest to entrepreneurship courses.

By presenting the conditions, methods and techniques of monetisation of business models in the digital economy, this book combines implementation of the theoretical aspects of monetisation with the presentation of practical business solutions in this field.



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