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How do organizations support business model replication through digital platforms?

This study analyzes how organizations implement their business model replication process to create competitive advantage. Specifically, we address an issue ignored by the literature: the role of digital platforms in the business model replication process. Using an exploratory qualitative approach applied to the case Airbnb, we show how the digital platform supports the exploration and exploitation phases in the business model replication process. We also underline the instrumental role of the platform in technically standardizing the orchestration between the franchisees and the franchisor and between the local and the global level. This notion of standardization is instructive for managers in charge of a replication process. Our study contributes to a better understanding of business model replication in a digital environment and clarifies the distinction between the concept of digital platform and digital business model while underlining their complementarity.

Key words: Business model, digital platform, replication

Séminaire de recherche

12H30—Salle 103 (IAE SMB Annecy)

<https://doodle.com/poll/zndrf9uvrfheggf5>

Agenda

19/03/2020, Roxane FAVIER (IREGE, USMB),
L'influence de la nostalgie et de la
préoccupation environnementale sur
l'intention de participer au système de
consigne pour réemploi en France et au
Québec: une extension du modèle de la
théorie du comportement planifié

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Calendrier des séminaires

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