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The impact of using the digital environment in transport

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Abstract

An arrival of the Internet caused not just the revolution in ordinary life but it significantly influenced the business environment. The times when the seller and the buyer had to physically meet are gone and trading was transferred to online world. The wide availability of the Internet gives us the ability to trade anywhere and it has brought great opportunities in the field of transport and travel. Simple man no longer has to rely on public transport but often can choose the departure and the arrival to selected destination by himself. The opportunity to have a ride with someone, who has the same journey, brings many benefits, but also drawbacks. The aim of this paper is to describe the operation of the digital world and models that work in it. It will include identifying current trends of using other means of transport against the traditional kind of transport.

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1. Theoretical framework

The arrival of the Internet brought revolution not only in the lives of ordinary people, but also into business environment. Specifically business has moved from the physical world to on- line. Before a seller and a buyer had to meet each other to make an agreement on physical place. Internet moves business into the online world, which has brought a simplified purchasing process for both sides. This online shopping environment goes beyond country borders and the European Union has set itself the task of creating the unity of the digital environment.

E-commerce is each activity performed by communication networks. The result of the transaction is a transfer of ownership or rights for using the items and services.

The relationship, which is arising between buyer and the seller during transaction is unique by physically distance

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of users. To use e- business PC and data networks are needed. Some services are delivered on- line. The term e- business belongs to field of e- commerce and its characteristic is doing business activities using information-communication technologies. [6]

What is digital business?

Digital business is the formation of new business designs by diffusing the digital and physical worlds. It promises to enter in an unexpected convergence of people, business and things that disturbs existing business models - even those born of the Internet and e-business eras. [5]

The core of the platform is a business that can create value by interaction between external producers and consumers. The platform provides an open infrastructure for participating in this cooperation and sets out the conditions of their management. The main objective of the platform is accomplishing the agreement between users and thereby ensure the exchange of goods, services and added value of this trade. [7]

1.1. Digital business model structure

A digital business model has three components:

- content,
- customer experience,
- platform of model.

The content of digital business model is answering question, what is consumed. The content should inform about product information price and details of using. [7]

Another component of digital business model is **experience of customer**. This part of model describes the answer for the question, how is it packed. The aim of experience represents product at the time of sale. The experience with product influence subjective feelings of customer. It includes digitized business processes during purchasing of product. Companies during on- line purchasing ensure interface for customer, where you can get information for target purchase, option for card payment, details about shopping carts, delivery, e -mail and sms notification etc.

The third part of digital business model is the **platform**. The aim of platform tries to solve question, how is product delivered? The platform consists of a coherent set of digitized business process, data and infrastructure. The platform has two parts- **internal and external** and may both deliver digital content to the customer as well as managing physical product delivery to the customer. The internal part includes customer data and the all business processes that do not touch the customer, for example human resources, customer analytic, merchandising and finance.

External part of platform includes data from the phones, tablets or computers that consumers use to research and purchase the products. [7]

1.2. Two- sides network effects

The existence of digital platforms creates two-sided network effects There are negligible effects, In the case of several companies, which are doing business in the on- line world. Each side of the user's platform provides the other one for the network effects. For example in the case of Uber, the market contains riders, which they are interesting for drivers and riders are attractive for customers- drivers. A similar effect can be seen in many other platform businesses. [5][7]

The most famous examples are online app stores as the App Store, Google Play. On the one hand applications attract users for using them and on the other hand stores attract developer to offer their work. [7]

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