

Multi-Sided Platforms (MSPs) and Sharing Strategies in the Digital Economy: Emerging Research and Opportunities

Part of the Advances in E-Business Research Book Series

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Description:

Rapid technological advancements have the ability to positively or negatively impact corporate growth and success. Professional leaders and decision makers must consider such advancements when designing and implementing new policies in preparation for the sustainable future of the business environment.

Multi-Sided Platforms (MSPs) and Sharing Strategies in the Digital Economy: Emerging Research and Opportunities is a critical scholarly resource that examines platform strategies and business models with a focus on multi-sided platform business models. Featuring coverage on a broad range of topics, such as digital collaboration, business ecosystem, and platform value chain, this book is an ideal resource for managers, researchers, academics, practitioners, and students interested in recent trends in business models in the digital age.



ISBN: 9781522554578

Release Date: March, 2018

Copyright: 2018

Pages: 185

Topics Covered:

- Business Ecosystem
- Cost Model
- Crowdsourcing
- Digital Collaboration
- Platform Life Cycle
- Platform Value Chain
- Search Platforms

Hardcover: \$165.00

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