

Africa's Platforms and the Evolving Sharing Economy: Emerging Research and Opportunities

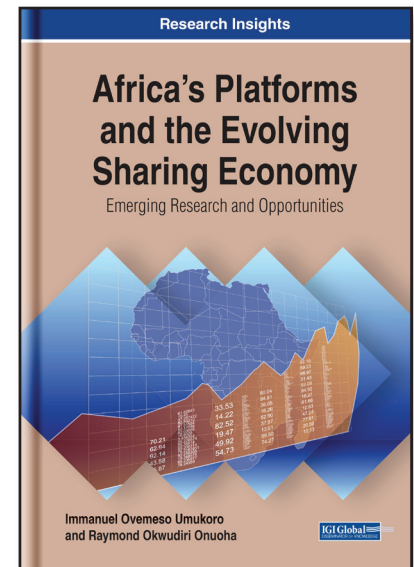
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Description:

Digital transformation concepts have created new business principles such as the on-demand economy and a new sharing economy. While the on-demand economy has primarily grown out of industrialized economies, especially North America, Africa has been known to exhibit communal living characterized by sharing. Literature has shown that the introduction of ICTs to everyday life and business has redefined the concept of sharing and also evolved an entirely new spectrum of sharing – both in the individual and business settings. Alongside this new spectrum is a new disruptive business model known as the platform business model. While the subject continues to attract interest globally and locally, there is a need to deepen the understanding of this subject to validate global perspectives on platforms as economic drivers within the African context.

Africa's Platforms and the Evolving Sharing Economy: Emerging Research and Opportunities is an essential reference source that explores evidence-based platform dynamics and their impact on Africa as a continent leveraging technology for economic development. The book also delves into current data protection and privacy issues and the policies and regulations that could impact the design, deployment, and use of platforms for businesses. Featuring research on topics such as digital design, e-commerce, and enterprise information systems, this book is ideally designed for government officials, economists, business executives, managers, academicians, students, researchers, and global finance professionals.



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