New Busines Paradigms for the New Economy: New Ways to Create Value

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New Value Creation ...?

What?	For whom?	At what price?	By whom ?
• Higher margin? • Lower prices for a given product/service? • Truely *new* products and services? • Anytime, anywhere, anyhow?	• Suppliers? • Customers? • (Inter-mediaries)?	• What makes s.th. to 'create a value'? • S.b. offers it ? • S.b. pays for it?	• Traditional suppliers? • Customers themselves? • Intrmediaries?

Status of Current Work

(1) Which business (and pricing) models are used to offer relatively lower prices and hence to create value on the Web? ✔

   Value creation – yes / no ?

(2) How can different price levels be maintained on the Web despite minimal search costs for the buyers ? ❓

Towards Further Projects

1. Value creation via branding ?

2. Value creation via process innovation ?

3. Value creation via technological solutions
   - Mobile Commerce (… what will be new?)
   - Extended archiving, searching and exploitation tools (beyond text)
   - Customer friendly platform switching (similar to telephone)
     - ⇩ 'best' media and communication mix

4. Value creation via application development and testing