

Annabeth Aagaard
Editor

Digital Business Models

Driving Transformation and
Innovation

palgrave
macmillan

Contents

1	The Concept and Frameworks of Digital Business Models	1
	<i>Annabeth Aagaard</i>	
2	The Internet of Things as Driver for Digital Business Model Innovation	27
	<i>Mirko Presser, Qi Zhang, Anja Bechmann, and Michail J. Beliatis</i>	
3	Value Creation for Intelligent Connected Vehicles: An Industry Value-Chain Perspective	57
	<i>Xiangxuan Xu</i>	
4	Digitization of Value Chains and Ecosystems	81
	<i>Srdjan Krčo, Rob van Kranenburg, Miloš Lončar, Xenia Ziouvelou, and Frank McGroarty</i>	
5	How Business Value Is Extracted from Operational Data: A Case Study	117
	<i>Zsolt Ugray, David Paper, and Jeffrey Johnson</i>	

6	Digital Business Model Innovation: Implications for Offering, Platform and Organization	147
	<i>Johan Simonsson and Mats Magnusson</i>	
7	Service Markets: Digital Business Models and International Expansion	169
	<i>Robert Wentrup and Patrik Ström</i>	
8	The Impact of the European General Data Protection Regulation (GDPR) on Future Data Business Models: Toward a New Paradigm and Business Opportunities	201
	<i>Sébastien Ziegler, Emilia Evequoz, and Ana Maria Pacheco Huamani</i>	
9	Prosumers' Digital Business Models for Electric Vehicles: Exploring Microfoundations for a Balanced Policy Approach	227
	<i>Saku J. Mäkinen, Jussi Valta, Kirsi Kotilainen, and Ulla A. Saari</i>	
10	Summary and Concluding Remarks	255
	<i>Annabeth Aagaard</i>	
	Index	261