

Topic: Discovering Business Models of Data Platforms and Data Marketplaces

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PROBLEM STATEMENT / OBJECTIVE:

Due to digitalization, the role of data has changed from only an enterprising resource, used in the individual processes of a company, to an independent product. This trend leads to the emergence of platforms and marketplaces, where data of different characteristics and categories are offered to interesting parties to manage the trade of digital goods between companies. Such data places are currently studied from a technical but not from a business model perspective, which leads to the research question:

RQ: What are the characteristics of data platform and data market business models?

TASKS:

1. Literature review on platform business model, data market places and data-driven business models
2. Case selection: Market analysis of existing data platforms and market places based on surveys or reports.
3. Single case analysis: Basic coding framework based on business model canvas.
4. Cross case analysis: group similarities and differences to develop patterns via pattern matching.
5. Scientific Publication

TARGET OUTCOME:

- Classification model of data platforms/data marketplaces
- Archetypes of data platform/marketplace business models
- Business model characteristics of data platform/marketplace archetypes

Requirements: none

Field of study: preferred Wirtschaftsingenieurwesen-Maschinenbau, Software-Engineering and Management

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