

# BEMM129Z3 (Year-2018/2019)

Digital Business Models

View Online



21 items

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## Reading List (21 items)

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### Week 0 - Welcome (1 items)

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This module has no core reading. We offer a large variety of sources including articles, readings and videos instead. It's critical you engage with all the readings provided.

### Week 1 - Where Are We Now? (2 items)

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**Towards a classification framework for social machines** - Nigel R. Shadbolt, Daniel A. Smith, Elena Simperl, Max Van Kleek, Yang Yang, Wendy Hall, 2013

Article

**Inspiring the Internet of Things - FP7 ICT Internet of Things Initiative - 2011**

Document

### Week 2 - Future of Work (4 items)

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#### Further Readings (4 items)

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**The future of work** - Richard Donkin, 2009

Book

**Fair shot: rethinking inequality and how we earn** - Chris Hughes, 2018

Book | Only available as a print copy currently.

**Pages 1 - 13 [in] The fourth industrial revolution** - Klaus Schwab

Chapter

**A broken model, Chapter 1 [in] Reboot : a blueprint for happy, human business in the digital age** - Jason Stockwood

Chapter

## Week 3 - Integrating Our Digital And Physical Worlds (3 items)

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### Further Readings (3 items)

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How to fix the future - Andrew Keen, EBSCOhost, 2018

Book

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Live work work work die: a journey into the savage heart of Silicon Valley - Corey Pein, 2018

Book

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Brotopia: breaking up the boys' club of Silicon Valley - Emily Chang, EBSCOhost, 2018

Book

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## Week 4 - The Circular and Sharing Economies (3 items)

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### Further Readings (3 items)

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The sharing economy meets reality [in] Communications of the ACM - Michael A. Cusumano, 2017-12-27

Article

| A useful introduction to the sharing economy comparing the business models of key players such as Uber and AirBnB.

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Business Models of the Sharing Economy [in] Revista de Management Comparat International - Barbu, Cătălin MihailBratu, Răducu ȘtefanȘîrbu, Elena Mădălina, May 2018

Article

| Detailed review of sharing economy business models and their implications for traditional business.

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Pages 1-30,263-266 [in] Who can you trust? how technology brought us together - and why it could drive us apart - Rachel Botsman

Chapter

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## Week 5 - The Development Of Digital Business Models (3 items)

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### Core Readings (3 items)

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The digital transformation of business models in the creative industries: A holistic framework and emerging trends - Li, Feng, 2017

Article

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Business models, value capture, and the digital enterprise - David J. Teece, Greg Linden, 2017-12

Article

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Business models and dynamic capabilities - Teece, David J., 2018

Article

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## Week 6 - Create or Transform? (4 items)

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### Further Readings (4 items)

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**E-business and organisational change : Reconciling traditional values with business transformation** - Paul JacksonLisa Harris, 2003

[Article](#) | We wrote this article 17 years ago....so I've only included it here for historical interest. However, re-reading it now I'm struck by how many of the issues are still current (if you ignore the rather quaint terminology of the dotcom era)

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**Business Model Innovation: Opportunities and Barriers** - Chesbrough, Henry, 2010

[Article](#)

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**Pages 19-54 [in] Thinking the unthinkable : a new imperative for leadership in a disruptive age** - Nik Gowing

[Chapter](#)

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**High-tech marketing illusion, Chapter 1 [in] Crossing the chasm : marketing and selling disruptive products to mainstream customers** - Geoffrey A. Moore

[Chapter](#)

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## Week 7 - What Does the Future Hold? (1 items)

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No Specific Readings