

Preface

Today's business ecosystem is bringing furious and frenetic change to existing business structures, operations and models. And just like the Greek Furies that drove their victims mad, the dislocating effects of technological change are disrupting the accepted norms of business. This book explores the pivotal role that technology plays in creating new dynamics to business operations and forcing business model changes. In particular, the operating environment in which businesses function today has, and will, changed to a greater degree and at a faster pace than any period in the past. The dynamic that enabled the television to gain critical mass over five decades has accelerated to allow Internet-based companies to reach the same critical mass within months.

Market convergence is reducing business barriers to entry, destabilising long established businesses and their underlying business models. The dynamic forces of unleashed technological advancements that new technically advanced businesses are using are rapidly and significantly disrupting long-established sustainable products, companies, industries and sectors. The creative adoption of technology is creating a strategic imbalance comprised of firms who understand how to use technology effectively and firms that have not yet realised that they are playing in an unstable ecosystem. The intent of this book is to explore the factors that make digital disruption possible, the effects this has on existing business models, the industries that are most susceptible to disruption and what executives can do to take advantage of disruption to reinvent their business model.

Adoption of digital technology has caused process disruptions in some industries (e.g. automotive and services) and led to new business models (e.g. Über, AirBnb) and new products (e.g. robots, 3D printing, etc.). While most of these examples are in front of us and we read and hear about them in media, this book targets not-so-obvious disruptions (e.g. in the education sector, in services and changing business models) along with some obvious ones (e.g. 3D printing and in addressing mobility issues).

In short, the digital disruptions are around us. If one has not experienced it, one can sense it. How we produce goods and services and how we deliver them are all under the digital disruption microscope. The goal of the book is to get a discussion started by gathering the perspectives from around the world.

The contributors to this book are consultants, academics, senior executives and business operators from North America and Europe. They present their views on technology disruptions they are facing and how they are reacting to it.

This book is targeted at business practitioners, entrepreneurs, senior leadership, managerial and administration teams and anyone interested in understanding how to guide corporate strategy and operate competitive businesses.

Edmonton, AB, Canada
Joensuu, Finland
St. Albert, AB, Canada

Anshuman Khare
Brian Stewart
Rod Schatz

Phantom Ex Machina

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Transformation

Khare, A.; Stewart, B.; Schatz, R. (Eds.)

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