عنوان مقاله:

The Impact of Generative Artificial Intelligence on Online-Native Business Models: A Comprehensive Examination of Seven Business Models

محل انتشار:

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تعداد صفحات اصل مقاله: 9

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خلاصه مقاله:

This research paper provides a comprehensive examination of the impacts of Generative Artificial Intelligence (AI) on various online-native business models, specifically focusing on seven distinct models: the Advertising Model, Content Provider, Knowledge Management, Freemium, Open Source, IP Trader, and Selling Experience. Employing a four-dimensional framework encompassing Value Proposition, Value Architecture, Value Network, and Value Finance, the study systematically analyzes the effects of AI on each dimension for these business models. Findings reveal varying levels of impact across the models and their components. While AI has a significant impact on the value proposition of content platforms through automated content creation, it exhibits lower impact on the value network of knowledge management business models. Moreover, an Impact Assessment Framework, categorized as Low Impact, Medium Impact, and High Impact, quantitatively evaluates the transformative potential of AI within each model and dimension, providing a structured foundation for the qualitative analysis. This research paper sheds light on the intricate interplay between generative AI and online-native business models, offering valuable insights for businesses navigating the digital landscape and seeking to harness the full potential of this transformative technology.

کلمات کلیدی:

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