New Business Paradigms for the New Economy: New Ways to Create Value

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New Value Creation ...?

What? For whom? At what price? By whom?
• Higher margin?
• Lower prices for a given product/service?
• Truly new products and services?
• Anytime, anywhere, anyhow?
• Suppliers?
• Customers?
• (Intermediaries)?
• What makes s.th. to ‘create a value’?
• S.b. offers it?
• S.b. pays for it?
• Traditional suppliers?
• Customers themselves?
• Intermediaries?

Status of Current Work

(1) Which business (and pricing) models are used to offer relatively lower prices and hence to create value on the Web?
Value creation – yes / no?

(2) How can different price levels be maintained on the Web despite minimal search costs for the buyers?

Towards Further Projects

1. Value creation via branding?
2. Value creation via process innovation?
3. Value creation via technological solutions
   ➢ Mobile Commerce (… what will be new?)
   ➢ Extended archiving, searching and exploitation tools (beyond text)
   ➢ Customer friendly platform switching (similar to telephone)
      ◦ ’best’ media and communication mix
4. Value creation via application development and testing