

Consumer entrepreneurship on online media: Issues and Potential Approaches for Business Models

Ted Minshall

The Institute for Manufacturing
University of Cambridge
Cambridge, United Kingdom
tminshall@cam.ac.uk

Abstract

This paper investigated: (a) how end-users use online media towards becoming consumer entrepreneurs conducting business models on channels; and (b) how technology companies can generate the whole consumer entrepreneurship everything into the stream of revenue, using a mix of qualitative studies and agent-based computation. Because end-users have typically been classified as passive and solvated participants in digital business models, complete knowledge of their business transactions, as well as a feasible revenue model to commercialize this growing consumer behavior, is required. Consumers make extensive use of services to the users to promote their goods, engage with end-consumers, and collect cash, according to our qualitative research. These business enterprises are mainly carried out for free on websites, although they may normally generate cash. Our computational results show that two charging schemes generate virtually comparable earnings over a period.

Keywords

business model, consumer, entrepreneurship.

Biography

Ted Minshall is a researcher of The Institute for Manufacturing at the University of Cambridge, UK.