

Digital Platforms and Disruptive Business Models: Impact, Sustainability and Future Ahead

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Abstract

The advent of the new age has resulted in an increased tolerance for a variety of digital pursuits. Everyone in the area is far more at ease with the use of digital platforms for the purchase of goods and services of all categories than they are with the more conventional methods of meeting their requirements. These digital platforms include e-commerce platforms, economy platforms, social media platforms, app stores, content sharing platforms, and many others. They all have a key part to play in the current day economy of the world and in the creation of business.

Aside from this, digital platforms and disruptive business models have fundamentally revolutionised several industries by harnessing technology to build new methods of delivering value to customers. This transformation has been brought about in a variety of different sectors. The implementation of this idea results in a number of benefits as well as drawbacks all at the same time.

The focus of this research is on the investigation of the idea of digital platforms as well as the disruptive business model, along with the many impacts and challenges associated with these topics.

Keywords: Digital platforms, social media, industries, business, business-model.