

The impact of Online Platforms on New Innovative Business Models

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Abstract

Online platforms in the process of globalisation are changing traditional forms of business and ushering in a new era of digital economy with its diversity and the rapidly changing nature of business conditions and relations. The online platforms revolutionised access to information and streamlined the functioning of the digital market within the European Union. The platform economy presents significant innovation opportunities for many businesses and is underpinned by the decarbonisation of industry. Online platforms are becoming increasingly important in everyday life and bring new opportunities as well as new risks. They have the remarkable ability to connect people, organizations, and resources. Their primary goal is to facilitate core interactions between businesses and consumers while ensuring greater efficiency in business management. The study analyses the use of modern information technologies in business in the European Economic Area and the functioning of online platforms. The contribution of the scientific study to economic practice is to highlight the liability of online platforms to operate safely and responsibly and to ensure a level playing field for businesses operating in the digital space. In the study, standard methodology of text processing has been applied standard methodology, including data collection, text analysis, and description methodology. Methodological tools applied in the research include desk research and statistical data analysis as well as the information analysis derived from the reports of the selected enterprises.