

ABSTRACT

mgr Łukasz Rosicki

"Multidimensional Business Model and the Innovative Potential of E-Commerce Companies"

With the widespread adoption of the World Wide Web and the rapid advancement of technology in the 1990s, e-commerce—defined as conducting transactions via the Internet—developed within a relatively short period. These economic transformations led to the emergence of new business models, attracting the interest of both researchers and market participants. According to leading perspectives, a business model reflects either the method of value creation or a company's profit formula. However, the author highlights two important issues. First, the e-commerce business models described in the literature do not fully align with this classification due to the presence of additional key elements essential for their characterization—technology and logistics. Second, observations of the e-commerce sector indicate a relationship between a company's business model and its innovation potential.

In this dissertation, the author aims these issues by pursuing several research objectives: formulating a new concept of a multidimensional business model (the main objective of the dissertation) along with a new definition of a business model, developing a method for measuring the innovation potential of e-commerce companies, identifying key elements of e-commerce businesses, and systematizing knowledge on the functioning and development of the e-commerce sector in Poland. These theoretical concepts are then empirically tested through the verification of four research hypotheses:

H1: The business model of an e-commerce company is determined by the company's innovation potential.

H2: A company's innovation potential is a determinant of its competitive position in the e-commerce sector.

H3: E-commerce companies with more complex business models exhibit higher innovation potential.

H4: The business model of an e-commerce companies describes many dimensions of modeling.

The structure of the dissertation is directly related to the concepts mentioned in its title. First, the author discusses the concept of a business model, which is analyzed in Chapter 1 based on a review of existing academic literature. The theory outlined in this chapter, combined with the author's professional experience, serves as the basis for criticizing the one-dimensional approach to business models and proposing a multidimensional business model concept for e-commerce enterprises in Chapter 2. In Chapter 3, the second key concept from the title—innovation potential—is examined. Chapter 4 provides the contextual background for theoretical considerations by presenting an overview of e-commerce enterprises. Finally, after introducing and discussing all key concepts, Chapter 5 focuses on the empirical verification of the relationship between the multidimensional business model and the innovation potential of e-commerce enterprises.