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Business models in the automotive industry: The future of full electric and plug-in hybrid electric vehicles

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Business model is a widespread term which is intensively used in organizations and the media, yet there is some “academic reluctance (in main-stream journals and texts) to acknowledge the term, its uses and its consequences”. Furthermore, there is no single, well-established and widely acknowledged definition available. Nevertheless, attempts at defining the concept usually describe it as the process of how a firm operates and how it makes profits according to the financial Times lexicon. The business model concentrates on value creation. It can be added that it is essentially related to the local political, social and cultural context. There is still some debate about the proper place of the business model. Baden-Fuller & Haefliger (2013), claim that it deserves to be a stand-alone concept in its own right. It can be clearly seen that after some initial skepticism “work on business models gained greater theoretical and empirical status with mainstream academic journals” and recently the number of article on business models has considerably increased. In another framework business models are seen as exemplar role models, as nutshell descriptions of business organization, as models in the scientific sense and as recipes: “Practical models of the technology that are ready for copying but also open for variation and innovation”. Business models in this context can play any or all these roles in business strategy. All this reveals that this seemingly simple concept leads itself to a lot of scientific discussions and worth looking at.

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Bandung vision taxi, versatile design concept for electric cab in future Bandung city

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This paper is prepared in order to meet the challenges of Bandung city transport development in the future that will adopt an integrated transit system, where all modes of transport are connected to each other. This taxi design proposal will provide new ideas as alternative solutions to the problem of public transportation in Bandung. The idea includes improving the quality of the user’s physical accessibility to the taxi cab and virtual accessibility to the taxi operating system. The design process done, is through direct observation of taxi in the city, and performs simulations on the model/ mock-up design results. The results of this paper is a grand design of taxi which includes the exterior and interior, proposal of operating system that allows the user accessibility, and strategic planning as effort embodiment of this taxi concept.

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