## Contents

**Part I  Introduction**

1 **Making Sense of Digital Disruption Using a Conceptual Two-Order Model** ................................................. 3  
Brian Stewart, Rod Schatz, and Anshuman Khare

**Part II  Business Strategy**

2 **Whole Enterprise Social Media for Business Performance** ............... 25  
Peter Carr

3 **Cultural Communication Patterns: A Way How Management and Engineering Can Improve Their Mutual Understanding** ............ 37  
Senana Brugger and Oliver Mack

4 **Technology and Disruption: How the New Customer Relationship Influences the Corporate Strategy** ................................. 53  
Andreas Krämer, Thomas Tachilzik, and Robert Bongaerts

5 **Platform Business Models and Internet of Things as Complementary Concepts for Digital Disruption** ................................. 71  
Oliver Mack and Peter Veil

6 **How Digital Disruption Changes Pricing Strategies and Price Models** ............................................................................... 87  
Andreas Krämer and Regine Kalka

**Part III  Mobility**

7 **How Digitization Affects Mobility and the Business Models of Automotive OEMs** .......................................................... 107  
Tim Kessler and Christoph Buck
8 Disruption Technology in Mobility: Customer Acceptance and Examples ................................................................. 119
Robert Bongaerts, Marta Kwiatkowski, and Tatjana König

9 Electrification and Digitalization as Disruptive Trends: New Perspectives for the Automotive Industry? ................ 137
Jochen Wittmann

Part IV Technology

10 3D Printing: Challenging Existing Business Models ......................... 163
Mervi Hämäläinen and Arto Ojala

11 The Pac-Man Principle in the Healthcare Market .......................... 175
Robert Bongaerts, Harald Henn, and Anshuman Khare

12 Automation, Robots, and Algorithms Will Drive the Next Stage of Digital Disruption ........................................ 185
Chad Pankewitz

Part V Higher Education & Training

13 Education, Technology and Simple Innovation .......................... 199
Stephen Murgatroyd

14 Learning Assessment Must Change in a World of Digital “Cheats” ...................................................................... 211
Terry Beckman, Helen Lam, and Anshuman Khare

15 Digital Disruption: A Transformation in Graduate Management Online Education ............................................... 223
Dwight R. Thomas

Part VI Managing Virtual Networks & Services

16 The Influence of Socially Orientated Growth of Virtual Teams: A Conceptual Model ............................................. 237
Iain Reid, Marina Papalexí, and Neil Slater

17 How Digital Democratized Consulting ........................................ 251
Rob Llewellyn

18 Digital Disruption: Lessons Learned from Virtual Team Management ........................................................................ 263
Shonelle Ramserran and Abubaker Haddud
19  Digital Disruptions and the Emergence of Virtual Think Tanks....... 281
    R. Andreas Kraemer

Part VII  Conclusion

20  Disruptions: Truth and Consequences........................................... 299
    Brian Stewart, Anshuman Khare, and Rod Schatz

Index................................................................................................................. 317
Phantom Ex Machina
Digital Disruption's Role in Business Model Transformation
Khare, A.; Stewart, B.; Schatz, R. (Eds.)
2017, XXIII, 327 p. 36 illus., 20 illus. in color., Hardcover
ISBN: 978-3-319-44467-3