

Disruptive Innovation: Uber Taxi

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Introduction

The case of Uber, the project that has changed the way taxi passengers are transported by, describes how the impact of an innovative approach to organizing a business can change market views on specific goods or services. The introduction of an updated system of interaction between drivers and customers has become a new round in the development of urban transport.

Main body

One of the main drivers of this success for Uber and the globalization of this brand is that in many countries, road transport is not within the scope of federal jurisdiction. This means that owners of such services as Uber can set their individual regulations and take into account the needs of the market in order to offer consumers an innovative project. As a result, the lack of control and stringent restrictions at the highest level leads to the reorganization of market trends and the emergence of new approaches to traditional businesses.

Different carrier companies began to introduce applications and other digital tools for interacting with customers, which indicates a new trend proposed by Uber. In Figure 1, the key outcomes of such a market intervention are presented, which reflect the changes in the whole system of taxi driving.

Disruptive Change In The Taxi Business The Case Of Uber

PT Brinkman



Disruptive Change In The Taxi Business The Case Of Uber:

Disruptive Change in the Taxi Business ,2016 In most cities the taxi industry is highly regulated and utilizes technology developed in the 1940s Ride sharing services such as Uber and Lyft which use modern internet based mobile technology to connect passengers and drivers have begun to compete with traditional taxis This paper examines the efficiency of ride sharing services vis vis taxis by comparing the capacity utilization rate of UberX drivers with that of traditional taxi drivers in five cities The capacity utilization rate is measured by the fraction of time a driver has a fare paying passenger in the car while he or she is working and by the share of total miles that drivers log in which a passenger is in their car The main conclusion is that in most cities with data available UberX drivers spend a significantly higher fraction of their time and drive a substantially higher share of miles with a passenger in their car than do taxi drivers Four factors likely contribute to the higher capacity utilization rate of UberX drivers 1 Uber s more efficient driver passenger matching technology 2 the larger scale of Uber than taxi companies 3 inefficient taxi regulations and 4 Uber s flexible labor supply model and surge pricing more closely match supply with demand throughout the day Case Studies on the Regulatory Challenges Raised by Innovation and the Regulatory Responses OECD,Korea Development Institute,2021-12-14 The pace and scope of innovation are challenging the way governments regulate Existing regulatory frameworks might not be agile enough to accommodate the fast pace of technological development and as a consequence rules might become outdated

Improving Business Performance Through Innovation in the Digital Economy Oncioiu, Ionica,2019-09-06 In the 21st century advancements in the digital world are bringing about rapid waves of change in organizational management As such it is increasingly imperative to discover ways for businesses to adapt to changes in the markets and seize various digital marketing opportunities Improving Business Performance Through Innovation in the Digital Economy is an essential reference source for the latest research on the impact of digital computing It investigates new economic and entrepreneurial approaches to enhancing community development Featuring research on topics such as business ethics mobile technology and cyber security this book is ideally designed for knowledge workers business managers executives entrepreneurs small and medium enterprise managers academicians researchers students and global leaders seeking coverage on the management of sustainable enterprises **Developments in Information & Knowledge Management for Business**

Applications Natalia Kryvinska,Aneta Poniszewska-Marańda,2021-06-28 This book provides practical knowledge on different aspects of information and knowledge management in businesses For enterprises businesses those intend to remain prosperous and prolific it is critically important to share best practices ensure efficient information flow across company capturing shared knowledge centrally and communicate compliance rules i e managing competently information in general It enables faster and better decisions by helping employees to build a strong expertise and by avoiding duplicated projects Thus the second volume of this series subtitle continues to explore different aspects of information and knowledge handling as well

as doing business with information We survey further the key aspects of managerial implications of the informational business The novel methodologies and practices for the business information processing as well as application of mathematical models to the business analytics and efficient management are examined *Business Model Innovation Strategy* Raphael Amit, Christoph Zott, 2020-10-13 The most comprehensive global guide to business model design and innovation for academic and business audiences Business Model Innovation Strategy Transformational Concepts and Tools for Entrepreneurial Leaders is centered on a timely mission critical strategic issue that both founders of new firms and senior managers of incumbent firms globally need to address as they reimagine their firms in the post COVID 19 world The book which draws on over 20 years of the authors collaborative theoretical and rigorous empirical research has a pragmatic orientation and is filled with examples and illustrations from around the world This action oriented book provides leaders with a rigorous and detailed guide to the design and implementation of innovative and scalable business models for their companies Faculty and students can use Business Model Innovation Strategy as a textbook in undergraduate MBA and EMBA degree courses as well as in executive courses of various designs and lengths The content of the book has been tested in both degree and non degree courses at some of the world s leading business schools and has helped students and firm leaders to develop ground breaking business model innovations This book will help you Learn the basics of business model innovation including the latest developments in the field Learn how business model innovation presents new and profitable business opportunities in industries that were considered all but immune to attacks from newcomers Learn how to determine the viability of your current business model Explore new possibilities for value creation by redesigning your firm s business model Receive practical step by step guidance on how to introduce business model innovation in your own company Become well versed in an important area of business strategy and entrepreneurship Authors Amit and Zott anchored the book on their pioneering research and extensive scholarly and practitioner oriented publications on the design implementation and performance implications of innovative business models They are the most widely cited researchers in the field of business model innovation and they teach at the top ranked Wharton School of the University of Pennsylvania and the prestigious global business school IESE with campuses in Barcelona Madrid Munich New York and S o Paulo International Encyclopedia of Transportation ,2021-05-13 In an increasingly globalised world despite reductions in costs and time transportation has become even more important as a facilitator of economic and human interaction this is reflected in technical advances in transportation systems increasing interest in how transportation interacts with society and the need to provide novel approaches to understanding its impacts This has become particularly acute with the impact that Covid 19 has had on transportation across the world at local national and international levels Encyclopedia of Transportation Seven Volume Set containing almost 600 articles brings a cross cutting and integrated approach to all aspects of transportation from a variety of interdisciplinary fields including engineering operations research economics geography and sociology in

order to understand the changes taking place Emphasising the interaction between these different aspects of research it offers new solutions to modern day problems related to transportation Each of its nine sections is based around familiar themes but brings together the views of experts from different disciplinary perspectives Each section is edited by a subject expert who has commissioned articles from a range of authors representing different disciplines different parts of the world and different social perspectives The nine sections are structured around the following themes Transport Modes Freight Transport and Logistics Transport Safety and Security Transport Economics Traffic Management Transport Modelling and Data Management Transport Policy and Planning Transport Psychology Sustainability and Health Issues in Transportation Some articles provide a technical introduction to a topic whilst others provide a bridge between topics or a more future oriented view of new research areas or challenges The end result is a reference work that offers researchers and practitioners new approaches new ways of thinking and novel solutions to problems All encompassing and expertly authored this outstanding reference work will be essential reading for all students and researchers interested in transportation and its global impact in what is a very uncertain world Provides a forward looking and integrated approach to transportation Updated with future technological impacts such as self driving vehicles cyber physical systems and big data analytics Includes comprehensive coverage Presents a worldwide approach including sets of comparative studies and applications

Handbook of Innovation and Regulation Pontus Braunerhjelm, Martin Andersson, Knut Blind, Johan E.

Eklund, 2023-12-11 This comprehensive Handbook presents thoughtful analysis on how regulations can impact innovation within a number of regulatory fields and markets and provides a greater understanding of regulatory complexity and the challenging task it presents for future research *Sharing Economy* Ming Hu, 2019-01-11 This edited book examines the challenges and opportunities arising from today's sharing economy from an operations management perspective Individual chapter authors present state of the art research that examines the general impact of sharing economy on production and consumption the intermediary role of a sharing platform crowdsourcing management and context based operational problems Sharing economy refers to a market model that enables and facilitates the sharing of access to goods and services For example Uber allows riders to share a car Airbnb allows homeowners to share their extra rooms with renters Groupon crowdsources demands enabling customers to share the benefit of discounted goods and services whereas Kickstarter crowdsources funds enabling backers to fund a project jointly Unlike the classic supply chain settings in which a firm makes inventory and supply decisions in sharing economy supply is crowdsourced and can be modulated by a platform The matching supply with demand process in a sharing economy requires novel perspectives and tools to address challenges and identify opportunities The book is comprised of 20 chapters that are divided into four parts The first part explores the general impact of sharing economy on the production consumption and society The second part explores the intermediary role of a sharing platform that matches crowdsourced supply with demand The third part investigates the crowdsourcing

management on a sharing platform and the fourth part is dedicated to context based operational problems of popular sharing economy applications While sharing economy is becoming omnipresence the operations management OM research community has begun to explore and examine different business models in the transportation healthcare financial accommodation and sourcing sectors This book presents a collection of the state of the art research work conducted by a group of world leading OM researchers in this area Not only does this book cover a wide range of business models arising from the sharing economy but it also showcases different modeling frameworks and research methods that cannot be missed Ultimately this book is a tour de force informative and insightful Christopher S Tang Distinguished Professor and Edward Carter Chair in Business Administration UCLA Anderson School of Management

Connected Strategy Nicolaj Siggelkow, Christian Terwiesch, 2019-04-30 Business Models for Transforming Customer Relationships What if there were a way to turn occasional sporadic transactions with customers into long term continuous relationships while simultaneously driving dramatic improvements in operational efficiency What if you could break your existing trade offs between superior customer experience and low cost This is the promise of a connected strategy New forms of connectivity involving frequent low friction customized interactions mean that companies can now anticipate customer needs as they arise or even before Simultaneously enabled by these technologies companies can create new business models that deliver more value to customers Connected strategies are win win Customers get a dramatically improved experience while companies boost operational efficiency In this book strategy and operations experts Nicolaj Siggelkow and Christian Terwiesch reveal the emergence of connected strategies as a new source of competitive advantage With in depth examples from companies operating in industries such as healthcare financial services mobility retail entertainment nonprofit and education Connected Strategy identifies the four pathways respond to desire curated offering coach behavior and automatic execution for turning episodic interactions into continuous relationships The authors show how each pathway creates a competitive advantage then guide you through the critical decisions for creating and implementing your own connected strategies Whether you re trying to revitalize strategy in an established company or disrupt an industry as a startup this book will help you Reshape your connections with your customers Find new ways to connect with existing suppliers while also activating new sources of capacity Create the right revenue model Make the best technology choices to support your strategy Integrating rich examples how to advice and practical tools in the form of workshop chapters throughout this book is the ultimate resource for creating competitive advantage through connected relationships with your customers and redefined connections in your industry

Disruptive Innovation and Sunset Clauses Antonios E. Kouroutakis, 2019 Uber and other on demand transportation network companies such as Lyft and Cabify have brought significant change in the transportation industry within cities Calling a taxi was never so simple and easy while the payment transaction was never so fast and convenient However such ride sharing platforms brought significant disruption within the taxi business Nowadays ride sharing platforms

operate in the vast majorities of the big cities in some cities like New York cars affiliated with on demand ridesharing platforms have not only outnumbered taxis but also and more importantly have taken away millions of rides from taxi drivers Due to the noticeable drop in passengers the value of taxi licences has drastically reduced According to anecdotal references in 2013 a taxi licence in New York was worth as much as 1.3 million however nowadays the price has dropped down to as low as 200 000 As a result such disruption in the taxi business has brought protests from taxi drivers around the world and has created challenges to policy makers on how to resolve the conflicting interests and resolve the tension Such challenges are expected to rise with the spread of the autonomous cars in the future This chapter aims to examine the utility of sunset clauses in order to resolve this issue It will use the progressive abolition of roaming charges as a pilot case which took place with a number of laws subject to sunset clauses in order to show how such clauses may with temporary regulations to deregulate the taxi industry by creating a predictable business environment for all parties involved

Creative Destruction and the Sharing Economy Henrique Schneider, 2017-01-27 While creative destruction and disruptive innovation change the entrepreneurial landscape regulation especially regulation of sectorial markets and competition regulation can delay this change or even bring it to a halt Uber plays an active role between these two forces first as an agent of creative destruction and then possibly in championing regulation on its own terms Grounded in a particular understanding of the economic concept of the market as a series of processes this book explores the implications of creative destruction competition regulation and the role that businesses play Instead of discussing these relations in a purely abstract manner this book uses Uber as a case study

The Uber Case Sanya Ojo, 2017 This case written from the perspective of a student part time Uber driver offers insight into the business model and associated practices and processes of Uber Like other technology start ups Uber operates a successful business based on the on demand flexible employment model However the tide is turning as drivers who are regarded as partners or contractors are taking legal actions demanding reclassification and compensation for past misclassification An assessment of Uber's legal difficulties surrounding its business relationships with its drivers offers insight into this business model Uber as a company and the broader business environment in which they operate Four options are contemplated as a way forward for Uber to avoid possibly debilitating outcomes

Global Perspectives on Legal Challenges Posed by Ridesharing Companies Zeynep Ayata, Işık Önay, 2020-09-28 This book examines how regulators and policymakers from nine different countries have dealt with Uber and initiates a legal dialogue between different jurisdictions that could potentially pave the way to a harmonized approach in regulating Uber The case studies conducted in Brazil Germany Italy Mexico Spain South Africa Turkey the UK and the US reveal the case law and regulatory responses that have been adopted in various areas of law Legal issues relevant to Uber include market regulation labor law civil liability consumer protection unfair competition and antitrust law The book thus compares and contrasts the regulatory policy implications of the disruptive innovation created by Uber in the area of transport services The book starts with a conceptual

overview of the legal challenges posed by Uber and concludes with comparative findings based on the individual case studies. In addition to introducing academics and legal practitioners to the theoretical and practical legal problems they may encounter in connection with Uber, the book will especially appeal to policymakers who can benefit from and compare the experiences of other jurisdictions.

Disruptive Innovation The New York Times Editorial Staff, 2018-07-15. In 1995 the term disruptive innovation was coined to describe innovations that disrupt and threaten existing markets and consumer habits. Since then we've played witness to how new companies have altered and threatened key industries such as hospitality and the taxi industry. These articles explore the growth of two of the most prominent disruptive tech companies, Uber and Airbnb, and how competitors and regulators have responded to the changing tides.

Uber's Disruption of the Taxi Industry in Australia Caroline Mutuku, 2018-07-11. Essay from the year 2018 in the subject Business economics. Investment and Finance grade 1.5 language English abstract: Uber has disrupted the Australian Taxi industry by dominating the market because it is easy to access and it is also cheap compared to other transport services such as taxis. This ride sharing business is well funded by the entrants, hence challenging the taxi industry. The taxi drivers are concerned that Uber are not regulated, not bound by the same taxi regulatory structures, implying that they are able to compete in an uneven playing field, thus getting a competitive advantage over the taxi drivers. The taxi drivers argue that Uber drivers escape the regulatory costs, hence making them illegal or unfair in the taxi industry. As a result, this ride sharing business is disrupting the taxi industry according to most of the incumbents in these industries.

Uber and the Taxi Industry Dimitri Dadiomov, 2015.

Uber—Brave New Service or Unfair Competition Jasenko Marin, Siniša Petrović, Mišo Mudrić, Hrvoje Lisičar, 2019-10-19. This book analyzes the legal issues connected with the provision of Uber-related services. It primarily focuses on the various contractual and non-contractual relationships that occur during the use of Uber applications, especially with reference to Uber headquarters, Uber App, Uber branch offices, advertisements, Uber partner drivers, employees or self-employed Uber application registered users, Uber transportation service users, contracting passenger and third party Uber transportation service users, additional passenger. It also provides a comparison of standard transportation services and contracts of carriage, irrespective of whether the carrier in question is a common carrier, contractual carrier, actual carrier or an intermediary service provider. Furthermore, the book presents the relevant case law, especially with regard to Uber as a taxi service, Uber as a share riding service, Uber as a rent a car with driver service, Uber as an employer and Uber as a key organizer of transportation service in Croatia, Belgium, Germany, Italy, the Netherlands, United Kingdom, United States, Hungary, Argentina and France. Lastly, it explores the different legislative approaches to resolving various issues related to the appearance of Uber and similar companies: the Laissez faire model, Status Quo model, Legal Adjustment model and the New Legislative Paradigm model.

Disruptive Technologies and Local Governments Sivan Naaman, 2016.

Uber versus taxi. Generation Y's perception of taxi and Uber services in Lisbon Benyi Heider, Carla Sofia Simões, Ivana

Cizmar, Marvin Burmester, 2016-05-02 Seminar paper from the year 2016 in the subject Economics Case Scenarios grade 17
0 1 3 in Deutschland Cat lica Lisbon School of Business Economics language English abstract This report investigates the effects and influence of Uber's market entry in the greater Lisbon area. More specifically, the study evaluates the resulting impact on Generation Y's perception of traditional taxi services. Based on the findings of the research, the report suggests concrete managerial implications to the traditional taxi industry. The overall research was designed to derive insights based on both qualitative and quantitative approaches. The qualitative research was performed with two focus groups and created the foundation for the quantitative research, which was executed using an extensive online questionnaire with 94 participants. Both approaches targeted respondents classified as Generation Y. Core findings include the most significant attributes to evaluate traditional taxi services. Most importantly, the price, the friendliness of the driver, and security were highlighted. Moreover, the overall satisfaction of customers is further determined by attributes such as availability, comfort, and payment process. It must be considered, however, that taxi services are rated significantly different among Uber users and non-Uber users. As the former have ranked taxi services significantly worse than non-Uber users, it can be concluded that the recent market entry of Uber influences and changes Generation Y's perception of traditional taxis. The complementing finding that Uber services have been evaluated significantly more positive among all respondents impressively emphasizes the threat for traditional taxis in the greater Lisbon area. The emerging competitor Uber is perceived as superior even among the non-Uber users. Both the qualitative and quantitative analysis revealed that the traditional taxi industry currently faces major problems related to the lack of trust, transparency, and security of the services, as well as the limited options of payment methods. For the time being, this leaves the services' availability as the only competitive advantage of the traditional taxi industry. In order to secure its competitiveness in any market scenario, it can be concluded that the industry needs to adapt its core services with regards to multiple service features. With a focus on Generation Y, the taxi industry must introduce tools and mechanisms to enhance and control transparency, foster the acceptance of credit cards as a payment method, and ultimately drop prices to a perceived fair and competitive level.

Uber Henrique Schneider, 2017-02-09 This book employs a variety of economic and philosophical methodologies in order to discover the philosophical implications of creative destruction, competition regulation, and the role that businesses or market agents play. Instead of discussing these relations in a purely abstract manner, Schneider uses Uber to illuminate important matters in economic and philosophical thought. Schneider tells the following story: While creative destruction and disruptive innovation change the entrepreneurial landscape, regulation, especially the regulation of sectorial markets and competition regulation, delay this change or even bring it to a halt. Uber, as an agent in the market, is not just an object moved by these two opposing forces. Rather, it plays an active role: first as an agent of creative destruction and then in championing regulations on its own terms.

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Disruptive Change In The Taxi Business The Case Of Uber Introduction

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