

Pricing models

Background

The e^3 value methodology is an approach for understanding networks of enterprises creating, distributing and consuming things of economic value. The methodology includes an ontology for representing e^3 value models, as well as software tool support for analyzing such models. For more information, see [1,2] and the master-level course e-Business Innovation.

Problem

The e^3 value ontology has a transactional perspective on the exchange of values. If one object is exchanged, some other object is exchanged in return. However, this only a limited view on how pricing can be done in a business model. For instance, sometimes you have to subscribe yourself (and pay a fee for doing so), before you can actually obtain a good or service. Also, you might get a discount if you buy a product in large quantities.

The goal of this assignment is to systematically investigate various pricing issues in e^3 value and to find various solutions for how to model these. The assignment includes:

- 1) an investigation of existing pricing schemes and models. An already existing MSc. Thesis can be used here as a starting point [3].
- 2) an analysis whether found pricing models and schemes can be modeled using e^3 value. This should result in a series of guidelines how to model pricing models and schemes, plus an analysis of pricing models and schemes that can not be modeled.
- 3) a proposal for how to model the earlier found 'problematic' pricing models and schemes', e.g. using additional modeling constructs or changes to e^3 value.

Requirements

- good understanding of e^3 value, preferably you have at least followed the course e-Business Innovation;
- good conceptual modeling knowledge;
- basic knowledge of business science disciplines such as marketing.

Organization

This is a VU-internal assignment. Participation in the Greeting research meetings is compulsory.

References

- [1] J. Gordijn and J.M. Akkermans, "Value based requirements engineering: Exploring innovative e-commerce idea", Requirements Engineering Journal, Springer Verlag, Vol. 8, Nr. 2, pp 114-134, 2003
- [2] J. Gordijn and J.M. Akkermans, "e3-value: Design and Evaluation of e-Business Models", IEEE Intelligent Systems, special issue on e-business, Vol. 16, Nr. 4, pp 11-17, 2001.

- [3] Benito de Miranda, "An Ontological Approach for the Use of Pricing Models to Sell Services", MSc. Thesis, Vrije Universiteit Amsterdam, 2005