

VIRTUAL BUSINESS, FEASIBLE COMPETITIVE ADVANTAGE -THE RETAIL SECTOR CASE STUDIES

Tomasz Bober
Kraków University of Economics, Poland
tomasz.bober@uek.krakow.pl

Abstract:

Contemporary business means new challenges, especially new ways to build a competitive advantage. The aim of the article is to present the theory concerning virtualization and e-commerce and to confront it with the results of research over business models in the retail sector. The research was conducted on the basis of the multiple case study method. After literature research and initial analysis of offers of several dozen of retail enterprises, six different cases were selected, representing food, clothing and consumer electronics markets: BIOVERT, TESCO Poland, Answear, D&A Twoja Marka, Morele.net and eFOX24. It allowed to capture differences related not only to business models of individual enterprises, but also with the specificity of the markets in which they operate.

Keywords: competitive advantage, e-commerce, virtualization, business model.