



**GHENT
UNIVERSITY**

TOWARDS A REFERENCE ONTOLOGY FOR DIGITAL PLATFORMS

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DIGITAL PLATFORM TYPES

Digital marketplace

Access economy

Sharing e-scooters

Peer-2-Peer



Is WhatsApp a platform?

On-demand platform

Digital platform

Multi-sided platform

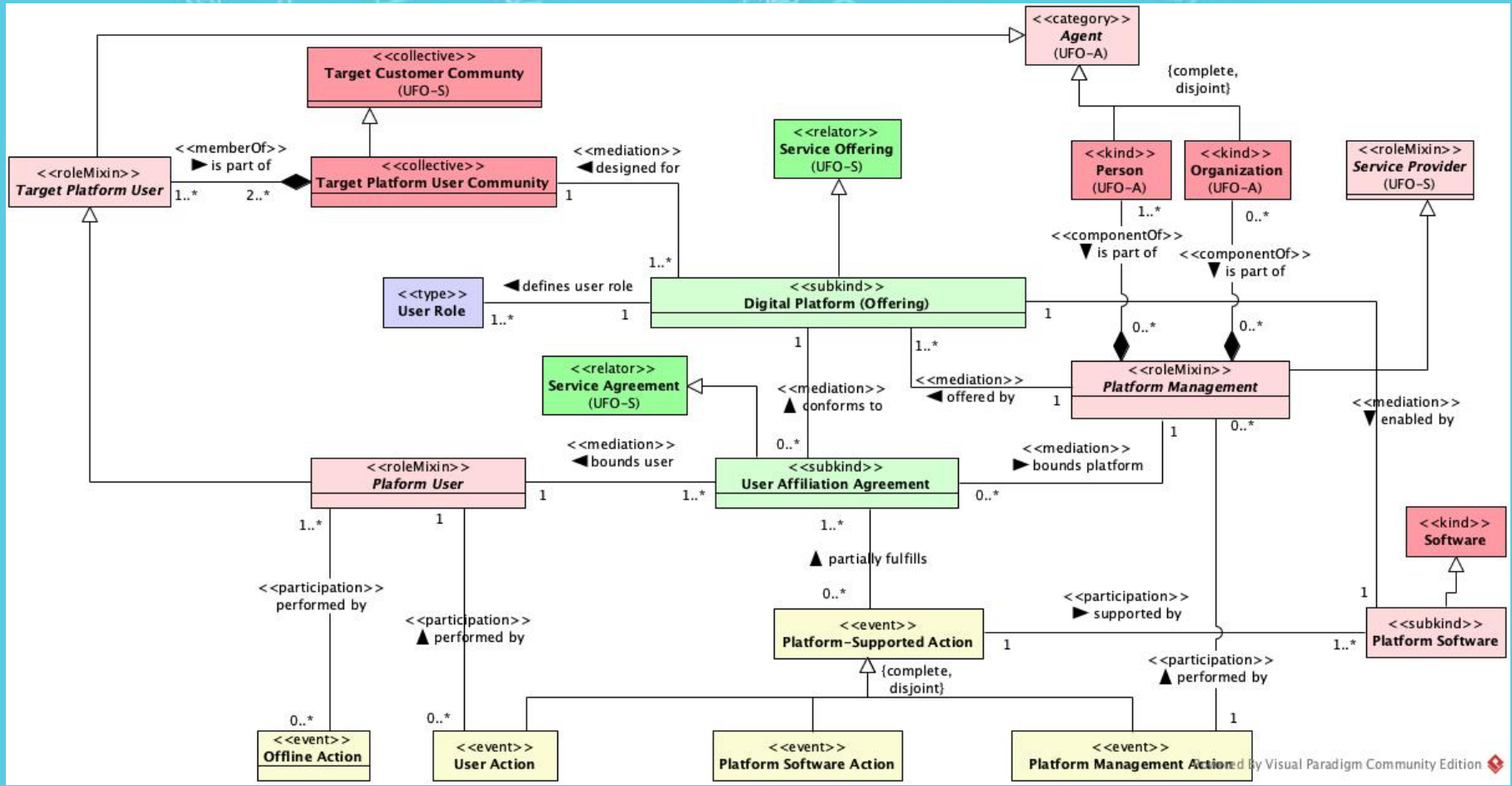
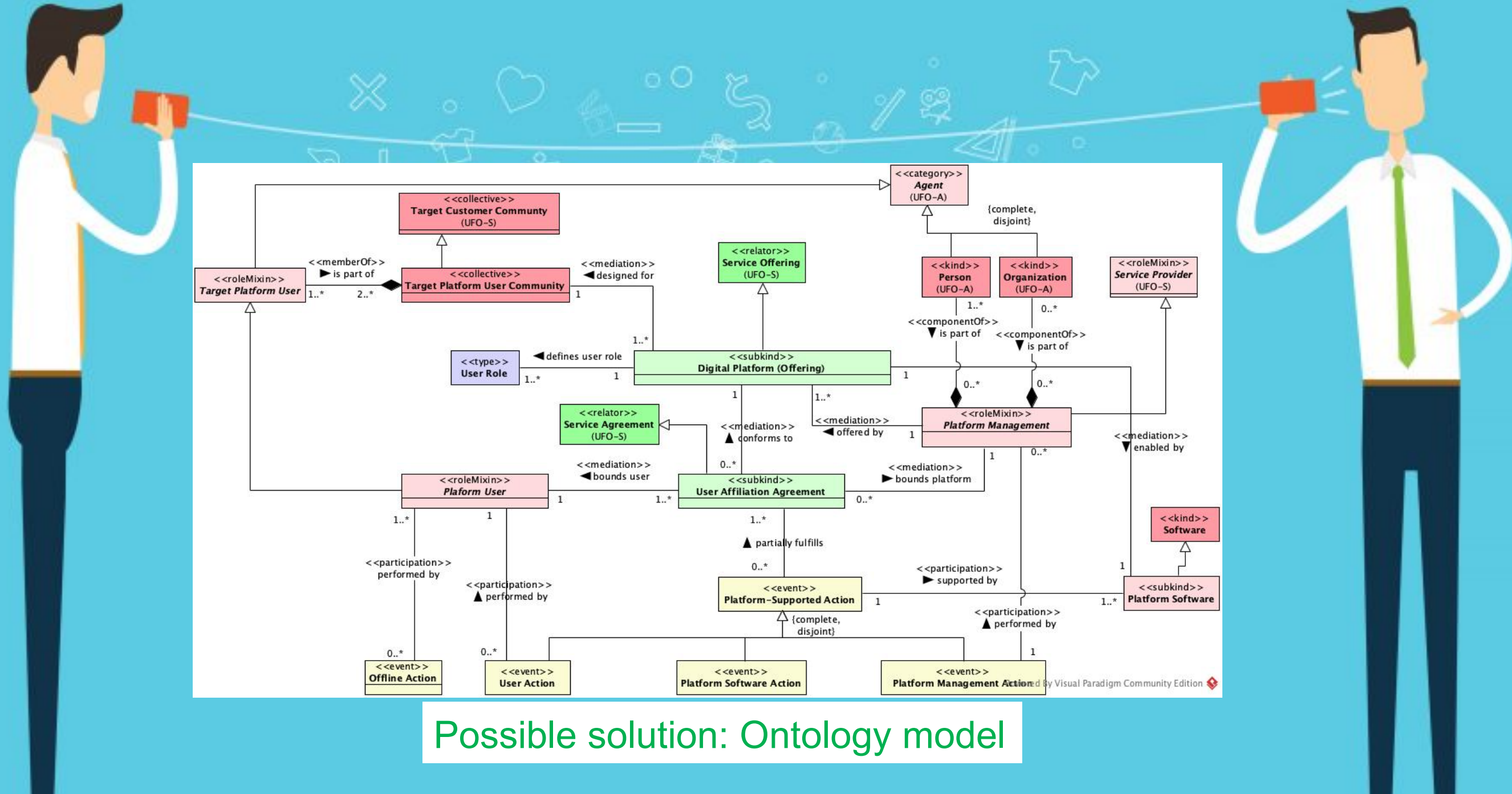
Hybrid platforms

TRAVEL PLATFORM



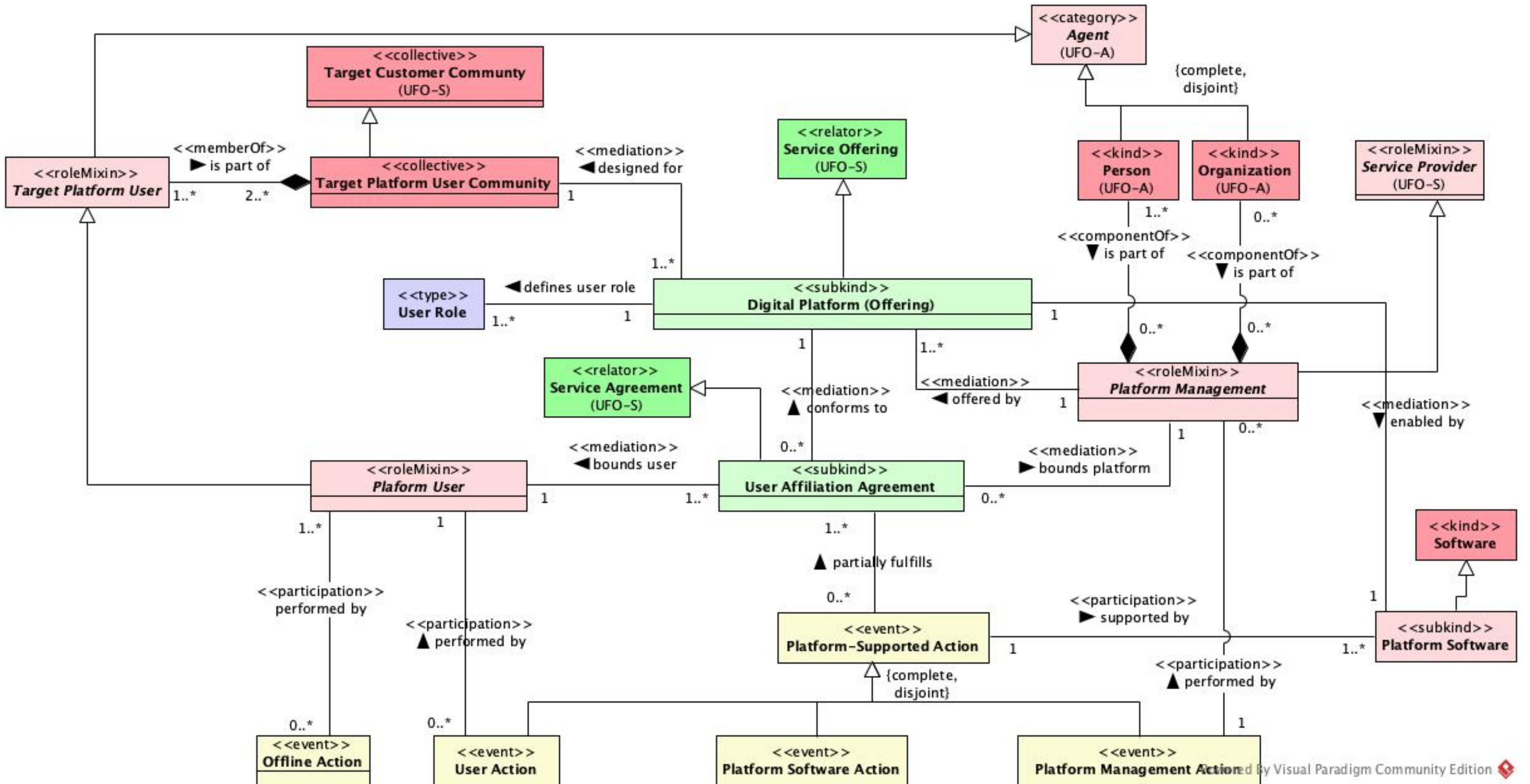
- What type?
- Requirements?
- Functionalities?
- Constraints?
- Design choices?

COMMUNICATION PROBLEMS



Possible solution: Ontology model

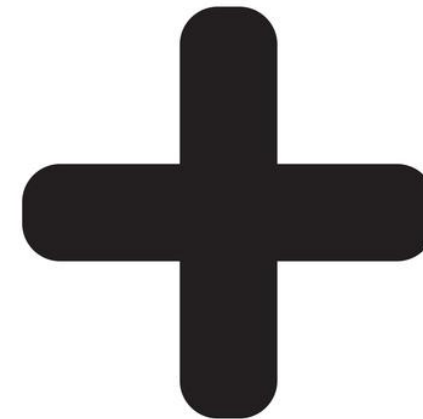
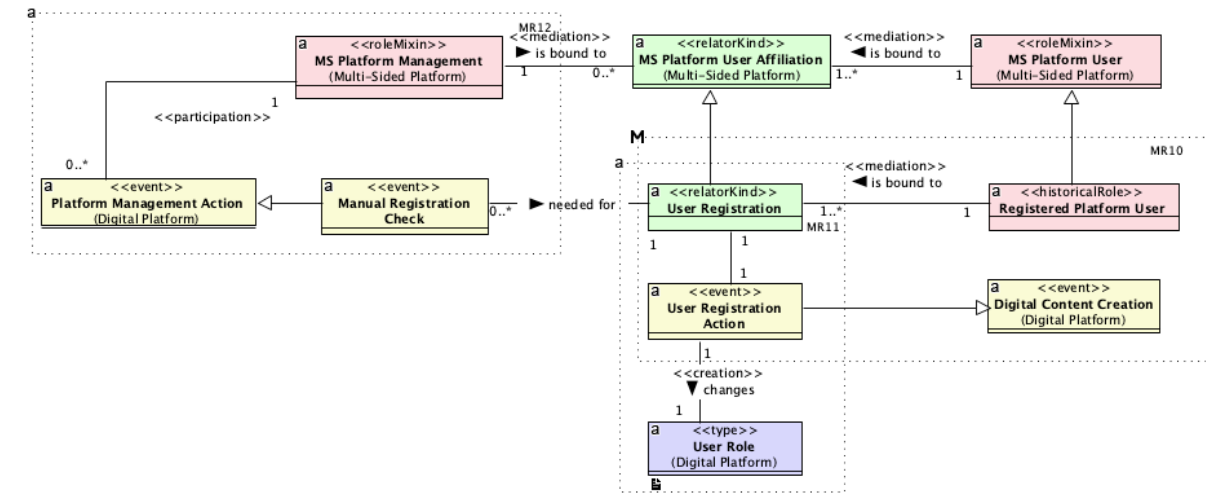
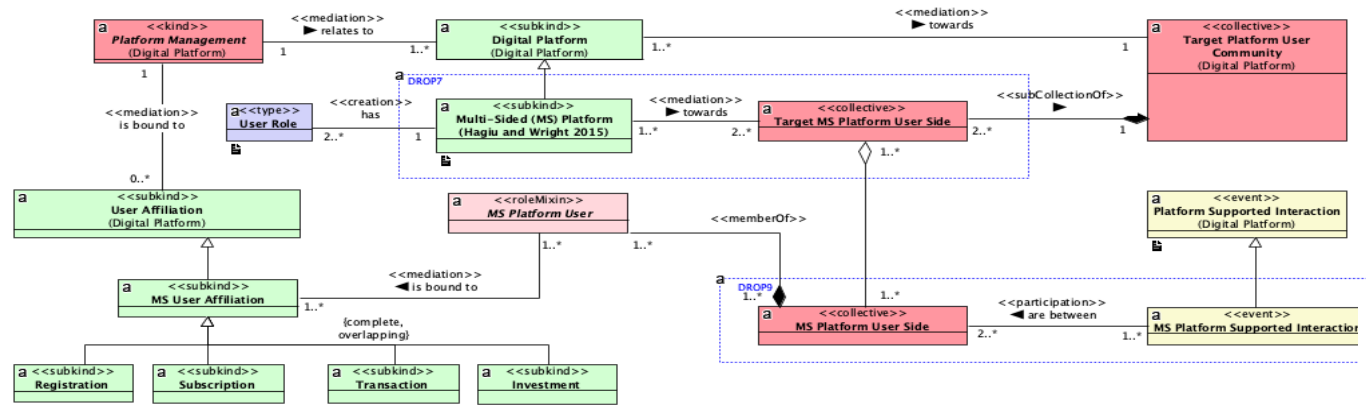
GENERAL ONTOLOGY (PART 1)



TAXONOMY

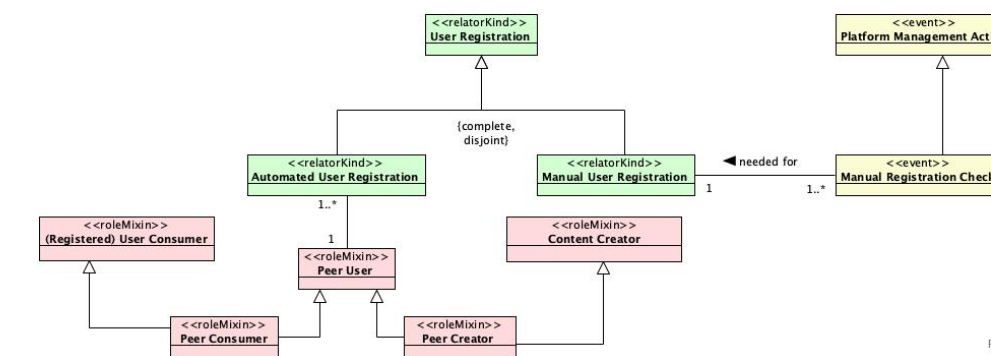
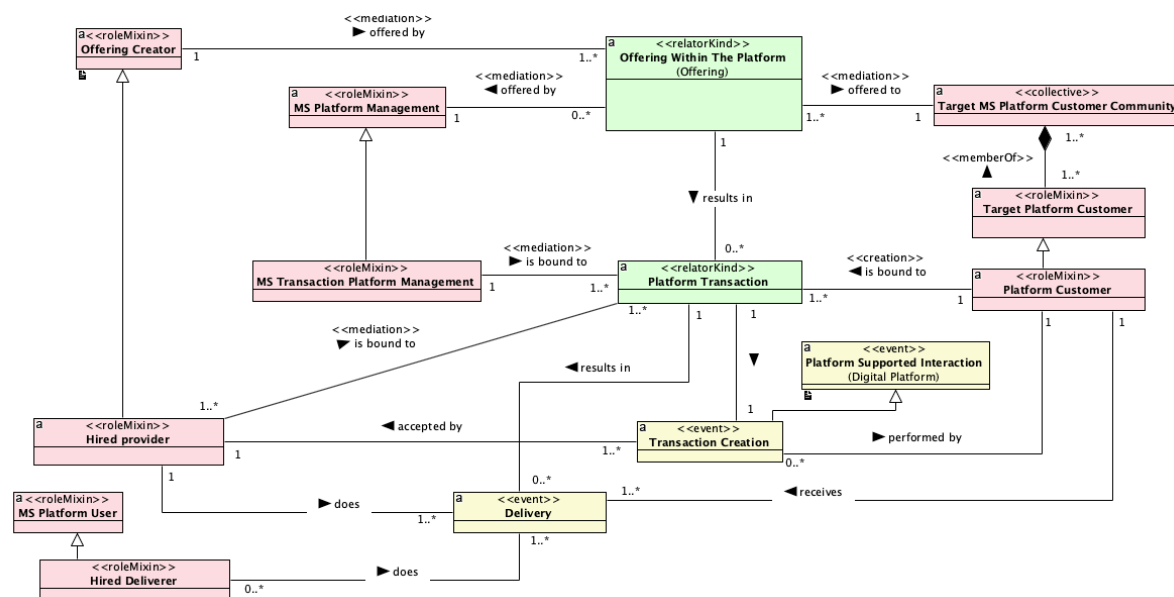
Property	Values				
<i>Market sides</i>	One-sided			Multi-Sided	
<i>Affiliation</i>	Registration	Subscription	Main Content Creation	Transaction	Investment
<i>Centralization</i>	Decentralized			Centralized	
<i>Participation</i>	B2C	B2B	P2P	C2C	
<i>Offering orientation</i>	Product		Result		User
<i>Immediate access</i>	True			False	
<i>Under-utilized</i>	True			False	

ONTOLOGY MODULES



Multi-sided

Registration



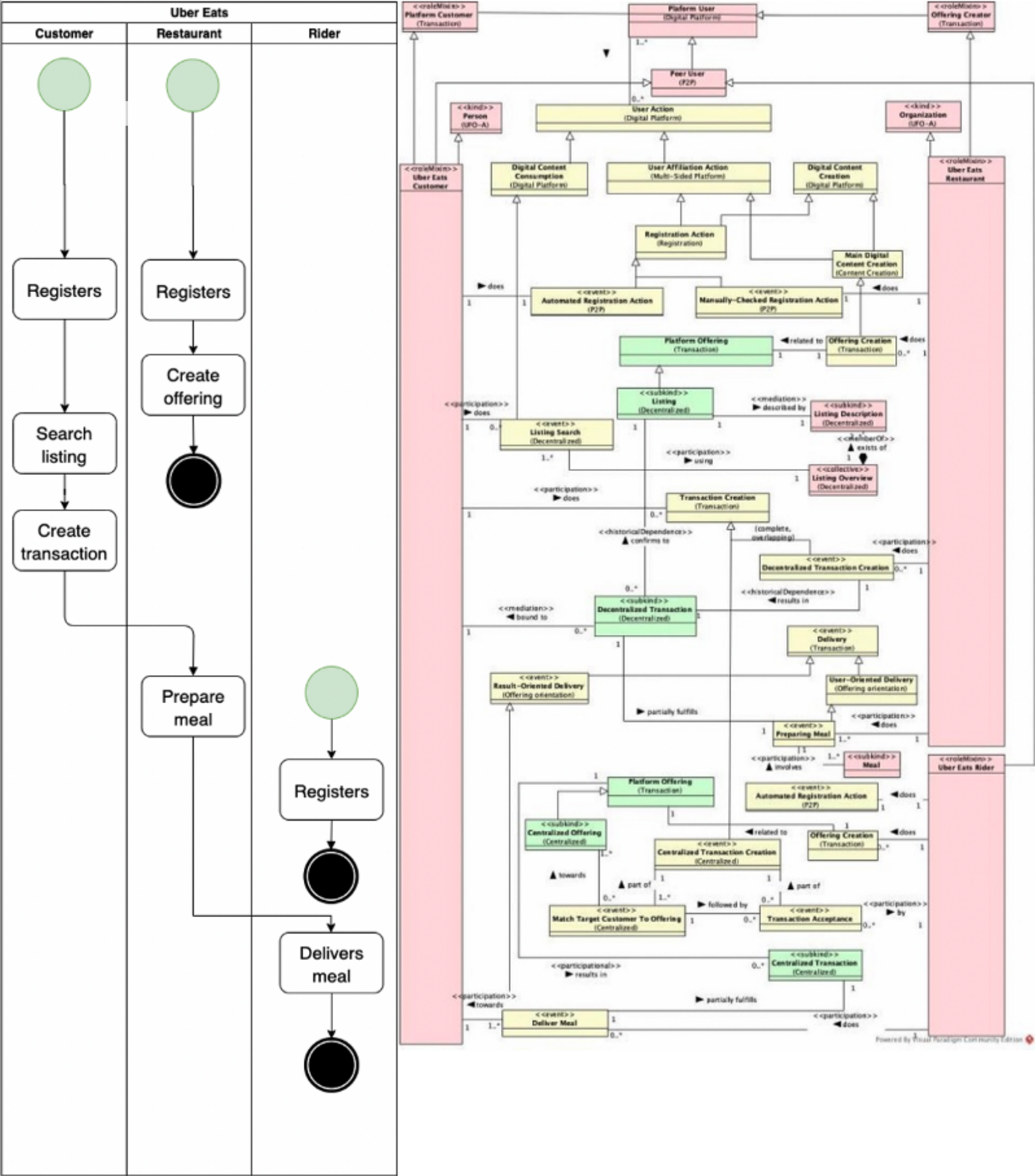
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Transaction

Peer-to-Peer

PROOF OF CONCEPT



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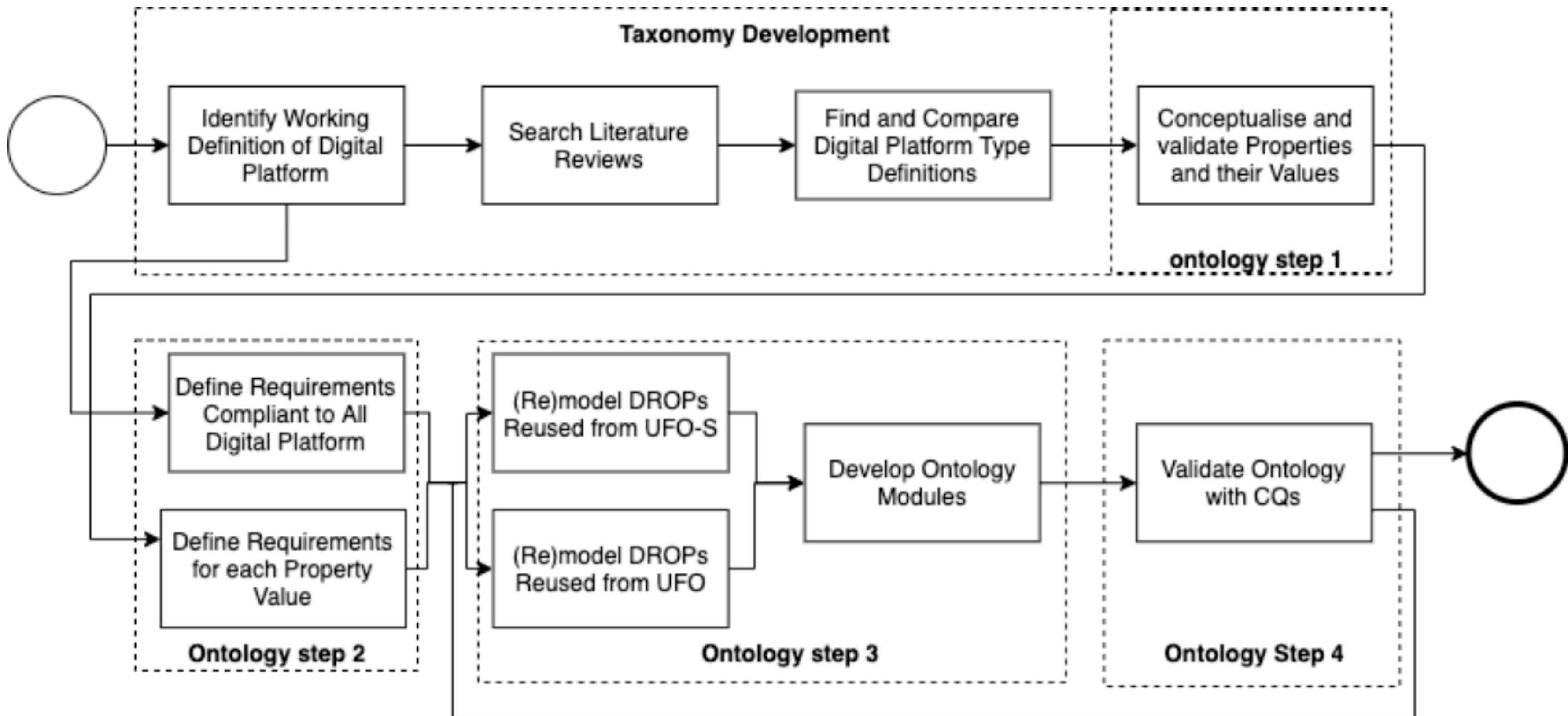
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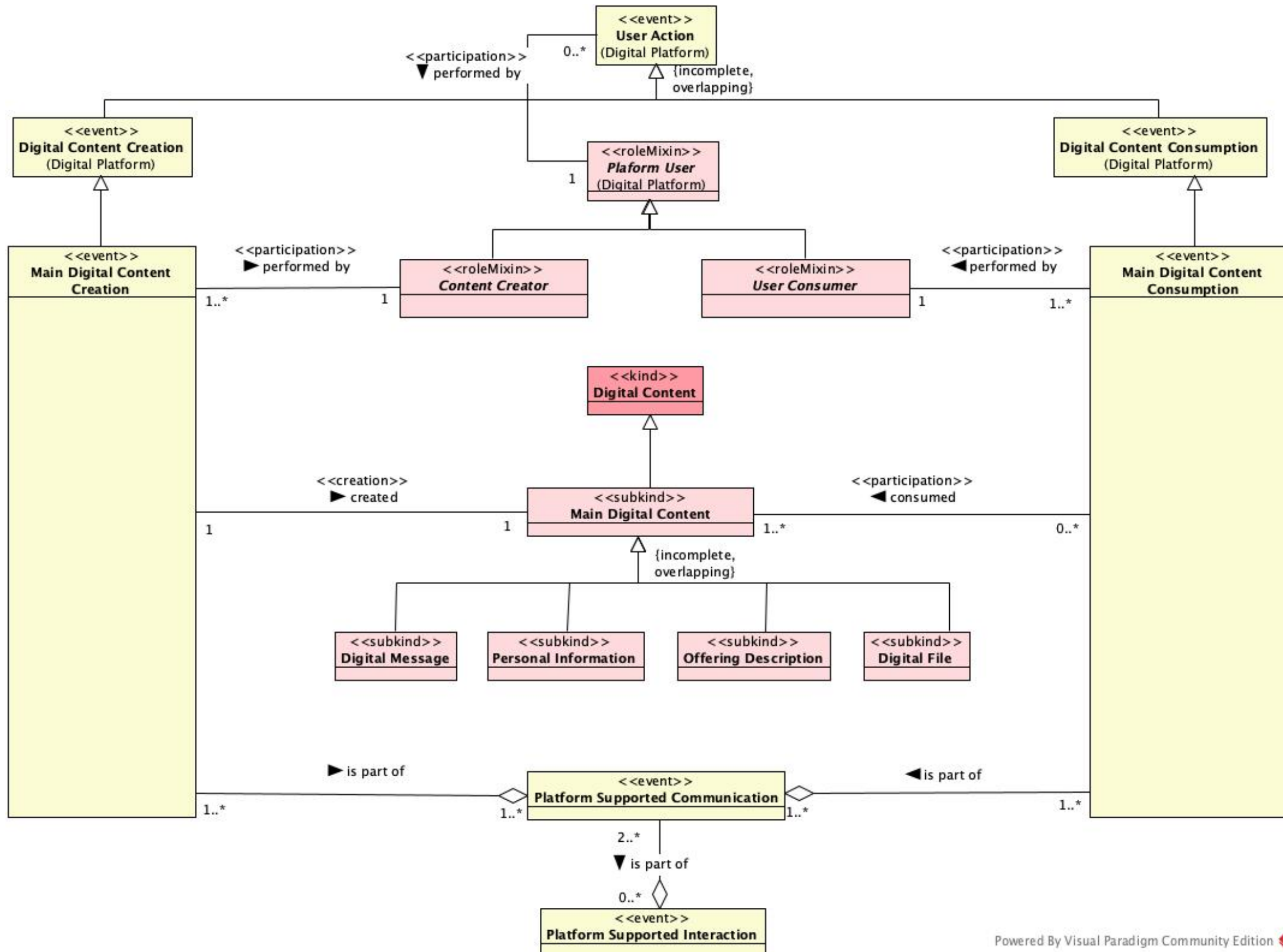
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METHODOLOGY

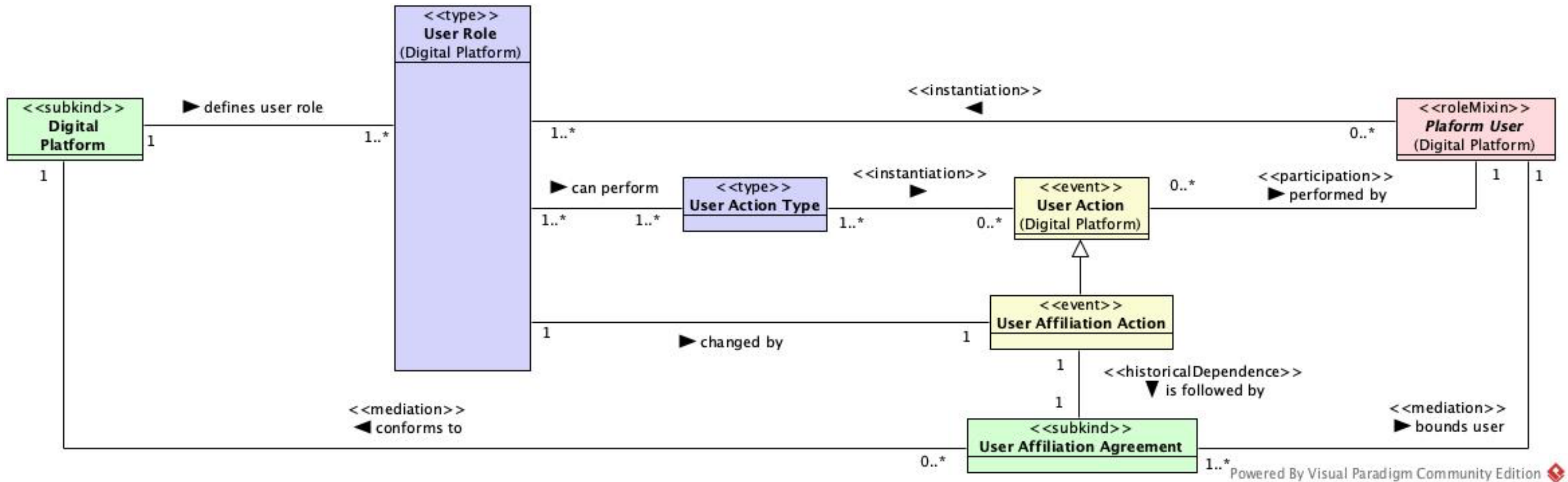


If a CQ is not in line with the requirements

INTERACTIONS (PART 2)



USER ROLES (PART 3)



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