

Business model innovation for digital education platform

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INTRODUCTION

The importance of **digital education platforms** has increased in the second decade of the 21st century, as the pandemic has led to a rapid transformation of the education system, making digital education a part of everyday life. The rapid growth of existing platforms, the high demand for education in digital format, and the increase in the big data processed have a significant impact on e-learning technology and its business model

RESULTS

- Some of the current business models offer standardized courses and lack a personal relationship with clients
- Improvements in the platform's environment and a wider range of courses can engage clients and **give a competitive advantage to the digital education platform**

CONCLUSION, CONTRIBUTION AND NOVELTY

- The use of micro-laboratories at home and the possibilities of virtual laboratories during the acquisition of the course is **a value proposition that could distinguish it from the existing offers**

METHODOLOGY

Objectives

- **review** the existing business models of the most popular digital education platforms
- **research the innovations** that can give a business model a competitive advantage
- based on the data obtained, **develop** a business model for a digital education platform

Research methods:

- research available scientific literature
- qualitative research interviews
- quantitative surveys
- primary research case study on existing digital education platform offers

References

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