

HOW DISRUPTIVE TECHNOLOGIES INFLUENCE THE RETAIL BUSINESS MODELS

STRUČNI RAD/PROFESSIONAL PAPER

UDK: 339.37.004.738.5:339

JEL: L81

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ABSTRACT

The first innovation in the history of retail well known to us was the emergence of department stores. The second, the mail order service was connected to the introduction of catalogues. The third is the spread of discount stores, and internet commerce is obviously the fourth disruptive innovation, where the scale and the speed of the change differentiated from the previous phases. Majority of countries are ahead to illustrate how the traditional retail business models are being transformed by the disruptive technology. The retail sector is traditionally characterised by a way of thinking in long term, and the manifestation of evolution was accompanied by change drives business models. The new forms and channels of trade strengthened the managements' attention to the future and the local (domestic) companies also took up developing more conceptual plans. These changes will bring about shifts in customer power, shifts in households' wealth, and buyers' knowledge. Only in being knowledgeable about these changes and the speed in which this is occurring can we ensure that advances in product and market knowledge and technology reach all and benefit all. The research summarises the innovation patterns of retail trade because this will help the in the other parts of the world to pose the right questions. Today many even among the managers of the sector feel that we are witnessing changes that do not only modify the presently known operating models but also fundamentally rewrite the business models. These trends and business developments and effects on project-oriented retail business model are explored in the presentation and research.

KEY WORDS: retail, business development, project, e-commerce, disruptive.

1. INTRODUCTION

The fourth modern upset is something other than innovation driven change (Schwab, 2015). Or maybe, it is controlled with problematic advancement to emphatically affect retail enterprises and segments, for example, instruction, wellbeing and business. In instruction, with the past modern insurgencies, the focal point of training changed (Anderson, 2012). With advance toward large scale manufacturing in the second mechanical unrest and government sanctioned testing. Training is benefit situated and with the move into the third modern insurgency we come to see understudies under a client learning model. Presently in the fourth modern transformation, advances truly obscure the lines between physical, computerized and organic circles. Disruptive development advances into advanced education in which it reclassifies the ordinary ways colleges convey their substance to understudies. New methods of educational modules and instructing emerge, and the center changes from methods of educate to methods of learning. Elective educational modules are as a rule always created. Problematic advancement additionally reshapes how organizations work. The retail segment – particularly in the Eastern European markets – is customarily described by a state of mind and style of the executives that utilization the occasions of the close past and center its assets on present procedures. At the back of it is the sudden improvement describing the previous 20-25 years, which constrained and regularly made arranging in systems superfluous tool (Kozák, 2017). This specific sign of advancement was joined by sweeping working models. It didn't bolster the advancement of either medium- or long haul methodologies, particularly not ones deliberately and mutually created with proficient mechanical consultants.

2. DISRUPTIVE ENTERPRISE ENVIRONMENTAL FACTORS

Disruptive Enterprise natural variables give setting inside which to web based retail companies work. Venture ecological components outside to the association incorporate administrative or different guidelines and controls that apply to the performing association. Retail venture ecological variables incorporate the structure, culture, frameworks, and

geographic location(s) of the association. Asset related disruptive retail factors incorporate the innovation and assets accessible for task to web based business advancement, for example, documentation of the aptitudes and capacities of inward and preapproved outside assets. These elements may incorporate a retail asset the board, or obtainment the board, or quality administration framework. The components' effects and restrictions forced by big business natural variables curve mulled over amid arranging and as the work is completed.

Procedures, Procedures, and Policies Over time, associations create or receive procedures, techniques, and approaches for tasks. Tasks may prescribe changes or approaches to build the proficiency of these procedures and strategies, yet they are commonly claimed by the undertaking the board office or other administration in charge of hierarchical administration.

Hierarchical Knowledge Repositories are other kind of authoritative process perspective is authoritative information stores, which incorporate innovations on numerous aspects of undertakings. Authentic learning bases are kept up and refreshed by each task, and made open to whatever is left of the association as part of the recorded data storehouse. It tends to be utilized to design and oversee future undertakings, in this manner enhancing the procedure of task the board and staying away from difficulties experienced by the ventures.

3. PLAN-DRIVEN VERSUS CHANGE-DRIVEN BUSINESS MODEL

An actual existence cycle is a movement of stages through a progression of formative stages. The existence cycle is the playing out association's or division's strategy for overseeing business advancement. It is the consistent breakdown of what you have to do to create the expectations of the business.

The business improvement life cycle for a specific task is chosen dependent on elements, for example, the sort of item being created, the retail association's inclinations. Business advancement life cycle cycles can be either plan driven or change driven. Inside a venture life cycle, there are commonly at least one stages. These stages are by and large alluded to as the improvement life cycle of a business advancement life cycle. The advancement life cycle is utilized to guarantee that the normal or arranged after effect of each stage is accomplished. A case of an advancement life cycle for an online shop programming venture may incorporate the accompanying life cycle phases research, plan, code, test, and execute.

Plan-Driven Project Life Cycle Plan-driven tasks have prescient advancement life cycles (here and there alluded to as cascade or customary plan of action) that require degree, timetable, and cost to be resolved in detail right off the bat in the life of a venture before the work starts to create the undertaking expectations. For instance, a retail shop development venture would normally be overseen utilizing a prescient life cycle.

Change-driven administrations utilize iterative, gradual, or versatile (coordinated) advancement plans of action, and attempt to make early getting ready for change extension, timetable, and cost. Steady and iterative life cycles include early arranging of abnormal state scope sufficiently adequate to take into consideration starter evaluations of time and cost; change or advancement degree is created somewhat more with every emphasis.

A steady improvement life cycle conveys a total, usable segment of the item for every emphasis. For instance, a retail shop constructs a site utilizing a gradual life cycle would include organizing client's prerequisites into emphases that convey a completely working bit of the site toward the finish of every emphasis. With an iterative improvement life cycle, the entire idea is worked in progressive dimensions of detail to make the final product. To fabricate the site referenced in the past section utilizing an iterative life cycle, making arrangements for the primary emphasis would concentrate on wanting to make a model of the whole site. After the essential skeleton of the site is manufactured, each progressive cycle would be intended to include more detail until an entire and completely working site is accomplished.

Note that an undertaking may utilize a mix of gradual and iterative life cycles all through the business improvement. Versatile improvement life cycles include a settled calendar just as settled expenses. Extension is extensively characterized with the comprehension of voice of clients, that it will be refined for the duration of the life of the business improvement (Min - Kim, 2018). The client's necessities are reported and organized in a build-up, which can be balanced as the business advancement advances. Work is arranged in short augmentations to enable the client to change and reprioritize prerequisites inside the time also, cost requirements. For instance another online shop programming improvement undertaking may pursue a versatile methodology, utilizing stages that may incorporate abnormal state plausibility, structure, and arranging pursued by short, iterative periods of point by point configuration, coding, testing, and discharge.

In coordinated situations, the retail administrators are in charge of clearing up client stories With the client so they can design the release~ and iteration~, hold surveys and refresh the business advancement data utilizing apparatuses, for example, Kanban sheets and burndown outlines. In a deft domain, the undertaking proprietor job can be filled by

somebody from the business who is in charge of working with the dexterous group to organize highlights and capacities (Parker, 2016). This individual may likewise:

- Attend audits and acknowledge the expectations exhibited.
- Be a hazard proprietor.
- Participate in stage door audits.
- Be included with administration.
- Identify issues.
- Document exercises learned.
- Provide master judgment.

In light-footed or change-driven-plan of action, work to build up the result of the venture is separated into cycles and discharges. Deft discharge arranging gives an abnormal state plan that incorporates the recurrence of discharges and the quantity of emphases that will be finished.

4. NEW TYPES OF ORGANIZATIONS

Most work done in associations can be portrayed as either operational or venture work. Operational work is continuous work to help the business and frameworks of the association, though venture work closes when the undertaking is shut. It possibly observed cases where the genuine issue is, that retail administrator is endeavouring to oversee progressing (operational) work, for example, buying merchandise, or she is dealing with an EDI (Electronic Data Interchange) framework improvement.

Despite the fact that these are two unmistakable territories of work, they are firmly associated. At the point when an undertaking is done, the expectations are progressed to continuous business tasks so the advantages of the venture work can be joined into the retail association (Piotrowicz – Cuthbertson, 2019). A fruitful change may require representative preparing or acclimations to operational procedures. For instance, the calculated representatives should figure out how to utilize the EDI framework and modify their procedures to consolidate it into their everyday purchasing work so the advantages can be figured it out. In the violent condition where the contenders weight wind up more grounded and more grounded, the critical volume of work can be characterized such a venture type work (Grewala, at al., 2017). An ever increasing number of inner necessities incorporate strategies and methods in regards to portfolio, program, and business advancements, which help to guarantee that these undertakings are inside the key arrangement of the association and that they add to the conveyance of explicit advantages or esteem. Each association is unique, and administration is intended to help the explicit culture and properties. Venture administration incorporates the system inside the advancement work is performed over the association. It might include the creation or requirement of procedures and arrangements concerning territories, for example, business hazard, assets, interchanges, and change the executives. A business advancement is incorporated into portfolio dependent on potential rate of return, vital advantage, arrangement with corporate methodology and different variables which basic to a retail organization achievement. The key point to comprehend is that all endeavours in the association whether they are a piece of undertaking, program, portfolio, or operational work-ought to be guided by the association and bolster its vital objectives. This implies any progressions to the authoritative system will require changes to the association's portfolios, projects, ventures, and operational work, - both continuous endeavours and future activities. For instance, if an undertaking no longer align with the hierarchical procedure, the venture might be changed mid-course to bring it into arrangement, or it might be ended (Piotrowicz – Cuthbertson, 2019). One of the essential types of impact is the means by which the organization is composed. The authoritative structure will direct who the undertaking director goes to for help with assets, how interchanges must be taken care of, and numerous different parts of business improvement the board.

Functional order is a typical, customary hierarchical structure. Utilitarian associations are assembled by zones of specialization inside practical zones, for example, bookkeeping, advertising, or deals.

Matrix frame is an endeavour to augment the qualities of both the useful and task situated structures. The representative reports to two administrators: the task supervisor and the practical chief (for instance, the business director). Correspondence goes from colleagues to the two administrators. Staff individuals do extend work notwithstanding ordinary departmental work.

In an undertaking focused, or project based organization, the whole organization is sorted out by business advancement, and the venture chief has control of the task. Staff are relegated and answer to a venture director (Ries, 2011). Representatives finish just task work, and when the venture is finished, they don't have a division to return to. Individuals should be allotted to another undertaking or land a position with an alternate business. This sort of association can likewise be alluded to as composite or half breed.

5. CONCLUSION

As it was expressed over, the essential errand of exchange as a calling can be outlined in four points: the right item, at the correct place, at the correct cost what's more, at the correct time ought to be accommodated the client. Comparable terms can be found in the vocabulary of present-day retail exchange just acclimated to the necessities of the advanced and omni-channel dispersion demonstrate. It isn't the nature and capacity of exchange that has changed, however is vital qualities. Today – and particularly later-on – the measurements of determination, value, closeness (comfort) what's more, experience will decide the operational- system. Closeness implies attainable quality, that shopper clients must be come to at the point when and where they simply are. Cell phones have achieved genuine changes here, yet this might be supplanted by wearable with time. The achievements of the as of now completely talked about client venture must be made noticeable also, open. "Discover me, attempt me, get me." – this is the reinterpretation of the conventional choice tree hypothesis. These days it might appear to be outlandish, yet advertising specialists think about the straightforward, class based practice obsolete. Present day clients don't need to pick and get one classification after the other. They trust retailers with setting up an important determination (Pantano – Timmermans, 2014). This will achieve changes in the relationship of providers furthermore, merchants from one perspective, and will interface players contending with one another on the other hand. The plans of action, operational components known for a considerable length of time have been turned upside down, and it has normally prompted disruptive.

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KAKO DISRUPTIVNE TEHNOLOGIJE UTJEČU NA MALOPRODAJNE POSLOVNE MODELE

SAŽETAK

Prva inovacija u povijesti maloprodaje koja nam je poznata je pojava robnih kuća. Druga, usluga naručivanja poštom, je bila povezana s uvođenjem kataloga. Treća je širenje diskontnih trgovina, a Internet prodaja je logično četvrta disruptivna inovacija, kod koje se opseg i brzina promjene razlikovala od prethodnih faza. Većina zemalja koje su već ispred u korištenju Internet prodaje služe kao primjer kako se tradicionalni poslovni modeli u maloprodaji transformiraju pod utjecajem disruptivne tehnologije. Maloprodajni sektor je tradicionalno okarakteriziran dugoročnim načinom razmišljanja pri poslovanju, a ostvareni napredak slijedi iz poslovnih modela pokretanih promjenama. Nove forme i novi kanali prodaje potaknuli su upravitelje na još veću okrenutost budućnosti te su se lokalna (domaća) poduzeća također okrenula kreiranju još razrađenijih planova. Te promjene će izazvati pomake u moći kupaca, pomake u prihodima kućanstva, i u znanju, to jest informiranosti kupaca. Jedino ako smo upoznati s tim promjenama i s brzinom kojom se one odvijaju možemo osigurati da napredci u znanju o proizvodima, tržištu i tehnologiji dosegnu sve i budu na korist svima. Istraživanje sažima inovacijske obrasce maloprodaje budući da će to pomoći ostalim dijelovima svijeta da postavljaju prava pitanja. Danas čak i među direktorima sektora postoji osjećaj da svjedočimo promjenama koje ne samo da modificiraju trenutno postojeće operativne modele nego fundamentalno brišu stare i stvaraju nove poslovne modele. Ti trendovi i razvoji u poslovanju i učinci na poslovni model maloprodaje koji je orijentiran na projekte su istraženi u ovom istraživanju i članku.

KLJUČNE RIJEČI: maloprodaja, razvoj u poslovanju, projekt, e-trgovina, disruptivne tehnologije.