

ANALYSIS OF EMERGING BUSINESS MODELS OF COMPANIES IN THE ERA OF THE DIGITAL ECONOMY

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Abstract *The emergence of digital technologies has led to the emergence of a digital economy which is impacting and transforming whole segments of industry especially the business models. This paper investigated and analysed the emerging business models in companies within the framework of the digital economy and the transformations being initiated by digital technologies. The research provides answers to the questions regarding business model use cases that are being adopted by companies in the era of the digital economy, and how companies are adapting their business models and operations in order to become more responsive to the needs of a digital economy on the one hand, while maintaining their competitiveness on the other. The research was conducted using a quantitative methodological approach, with an online questionnaire consisting of 10 questions that were oriented towards digital technologies and information management within an organisation. There was also a review of relevant business and academic literature on the subjects of digital transformation, and digital economy.*

Key words: *Business models; Digitalisation; Digital technologies; Digital transformation; Digital economy; Quantitative research*

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