

Swot Analysis Of Uber

Bibhu Dash

Proceedings of the 2022 2nd International Conference on Modern Educational Technology and Social Sciences (ICMETSS 2022) Youbin Chen, Marcus T. Anthony, Yan Ke, 2023-02-10 This is an open access book. ICMETSS 2022 is to bring together innovative academics and industrial experts in the field of Innovation in Teaching & Learning , Technology-Enhanced Learning in the Digital Era and Integrating Educational Technologies. The primary goal of the conference is to promote research and developmental activities in Innovations in educational technology in the digital age and another goal is to promote scientific information interchange between researchers, developers, engineers, students, and practitioners working all around the world. The conference will be held every year to make it an ideal platform for people to share views and experiences in Innovations in educational technology in the digital age and related areas.

Deconstructing Digital Capitalism and the Smart Society Mel van Elteren, 2025-01-01 Today's critics of big online platforms tend to consider privacy breaches, monopolistic practices, and the deployment of surveillance technologies as the main problems. Internet reformers suggest the answers to these issues reside in more--and better--regulations. While the questions of privacy, data, and size are indeed important, they are secondary however to a deeper set of concerns about platform ownership and control, and who benefits from the current status quo. This book examines these issues and offers an historical overview and in-depth analysis of digital capitalism and its prevailing practices as it has become increasingly intertwined with various forms of online surveillance, behavior modification, and the delegation of managerial functions to algorithmic and automated systems in platform economies. The approach taken extends to the wider array of data-driven, internet-connected and automated systems that involve digital devices and technologies centered on three smart spaces: the smart self, the smart home, and the smart city. Antitrust and other regulatory measures by the European Union and the United States that are aimed at restraining platform capitalism are also discussed. The focus in particular is on recent developments regarding artificial intelligence and their potentially harmful implications. This is followed by a critical look at proposals for more far-reaching institutional reforms revolving around the creation of forms of platform socialism that build partly on existing practices of platform cooperativism. The book concludes with a diagnosis of the global situation among the competing digital empires (the United States, the European Union, and China), and considers whether or not, under the present conditions, any form of democratic platform socialism could materialize on a wider scale in the near future.

Impact of Disruptive Technologies on the Sharing Economy Gaol, Ford Lumban, Filimonova, Natalia, Acharya, Chandan, 2021-06-25 Because it continually implements entrepreneurial creativity and innovative business models, the economic landscape is ever-changing in today's globalized world. As consumers become more willing to accept new strategic trends, this has led to the emergence of disruptive technologies. Since this equipment has an insufficient amount of information and high risks, it is necessary to assess the potential of disruptive technologies in the commercial environment. *Impact of Disruptive Technologies on the Sharing Economy* provides emerging research exploring the theoretical and practical aspects of disruptive technologies and knowledge-based entrepreneurial efforts and applications within management, business, and economics. Featuring coverage on a broad range of topics such as consumer ethics, corporate governance, and insurance issues, this book is ideally designed for IT specialists, IT consultants, software developers, computer engineers, managers, executives, managing directors, students, professors, scientists, professionals, industry practitioners, academicians, and researchers seeking current research on the consequences of disruptive technologies.

Digital Strategy and Governance in Transformative Technologies Arif Perdana, S Vijayakumar Bharathi, Ridoan Karim, Saru Arifin, Aashish Srivastava, 2025-09-09 *Digital Strategy and Governance in Transformative Technologies* offers a comprehensive exploration of how emerging technologies are reshaping business operations, governance structures, and societal interactions. This timely volume examines the complex interplay between digital strategies and governance frameworks across AI, blockchain, cryptocurrencies, and the metaverse. It provides crucial insights for navigating the digital frontier. The book's strength lies in its multifaceted approach, moving from foundational concepts to specialized applications. It begins by examining technological convergence challenges and strategic foundations, then delves deep into pressing issues such as AI ethics in healthcare and law enforcement, blockchain's role in fostering trust and accountability, cryptocurrency regulation, and the legal implications of the metaverse. The authors address critical questions about the ethical deployment of digital technology, blockchain transparency, cryptocurrency governance, and virtual space regulation through detailed case studies and empirical research. What sets this book apart is its balanced treatment of both theoretical frameworks and practical applications. The authors do not just explore technological capabilities; they examine how these innovations intersect with ethical considerations, regulatory compliance, and sustainable practices. From analyzing Meta's political ad policies to examining e-waste management in the digital era, the book offers actionable insights for policymakers, business leaders, and practitioners. This essential resource serves as a guide for organizations and institutions grappling with digital transformation challenges. Whether you are a technology strategist, policymaker, academic researcher, or business leader, this book provides the framework and insights needed to develop effective digital strategies while ensuring responsible governance in an increasingly complex technological landscape.

Zero To Everyone Akash Jaiswal, 2024-02-29 How can you move from being a whisper to a loud echo in the crowded

marketplace of ideas and products? Are you an entrepreneur struggling to make your voice heard? Or a marketer grappling with the dynamics of brand loyalty and consumer behavior? This book is your compass in the ever-evolving landscape of customer engagement. Dive into the intricacies of psychology in marketing, unravel the enigma of branding, and master the art of persuasive advertising. How do luxury brands enchant? How do you create superfans out of ordinary customers? With a blend of practical wisdom and innovative strategies, *Zero to Everyone: The Marketing Playbook to Become Visible in the Marketplace* is the guide you've been waiting for. Penned by Akash Jaiswal, a mastermind in customer engagement, this book is a beacon for those ready to conquer the world of marketing. If you want to make a lasting impression in the market, turn ears to your story, and make hearts beat in sync with your brand, this book is your war cry. Does this sound like something you were missing till now? Then *Zero to Everyone* is your next must-read. Seize your copy now and embark on the journey from anonymity to market dominance.

Strategic Management Jeffrey H. Dyer, Paul C. Godfrey, Robert J. Jensen, David J. Bryce, 2024-02-02 Students enjoy the concise and approachable style of *Strategic Management: Concepts and Cases*, 5th Edition. Written in an accessible Harvard Business Review style with lots of practical examples and strategy tools, this course engages students with an easy-to-understand learning experience to strategic management concepts that will help them succeed in today's workplace. The newest edition of *Strategic Management* sparks ideas, fuels creative thinking, and discussion, while engaging students via contemporary examples, outstanding author-produced cases, unique Strategy Tool Applications, and much more!

Discovering Public Relations Karen Freberg, 2020-08-04 Recipient of a 2021 Most Promising New Textbook Award from the Textbook & Academic Authors Association (TAA) *Discovering Public Relations* introduces students to the field of PR in a practical, applied, and hands-on way that prepares them for the modern workplace. Author Karen Freberg guides students through the evolution of contemporary PR practices with an emphasis on social media, digital communication, creativity, and diversity. Understanding that innovation alone can't create success, Freberg shows students how to use, choose, and implement evidence-based practices to guide their strategic campaigns. The text will transform today's students into tomorrow's successful PR professionals by giving them the tools to think creatively, innovate effectively, and deploy research-backed tactics for successful campaigns. Included with this title: The password-protected Instructor Resource Site (formally known as SAGE Edge) offers access to all text-specific resources, including a test bank and editable, chapter-specific PowerPoint® slides.

Uber Driving Global Disruption Bibhu Dash, 2023 With the latest technological evolution, the world is moving faster than before in all sections of life to meet customer needs. One of the best innovations is Uber (ride sharing innovation) which disrupted the world by its technological landscaping and ease of use technology touching both developed and developing worlds. This paper is highlining the journey of Uber, its progress, and how the company is planning to grow in its journey

going forward. Like any other company, Uber is dealing with many challenges and legal issues, and this paper is showcasing SWOT and PEST framework to study Uber's car-for-hire industry analysis.

EBOOK: Foundations of Marketing, 6e John Fahy, David Jobber, 2019-03-01 Valued by instructors and students alike, *Foundations of Marketing* presents an accessible introduction to Marketing. Packed with examples and end of chapter case studies highlighting the real world application of marketing concepts, this fully updated Sixth Edition features digital marketing integrated throughout the chapters as well as a dedicated chapter on marketing planning and strategy. Discover: How marketing adds value to customers and organizations How innovative brand positioning drives commercial success How new digital marketing communication techniques are being used by companies to drive their brand awareness and engagement, as well as customer retention and conversion levels How marketing planning and strategy gives direction to an organization's marketing effort and co-ordinates its activities. Key features: Marketing Spotlights showcase the marketing innovations of brands including Adidas, Crayola, Samsung and KFC. Marketing in Action boxes offer varied examples of real companies' campaigns in the UK, Scandinavia, The Netherlands and internationally. Critical Marketing Perspective boxes encourage critical thinking of ethical debates to stimulate student discussion about socially responsible practice and encourage critical analysis of these issues. 12 brand new end of chapter Case Studies including Fjallraven, Primark, Uber and BrewDog give in-depth analysis of companies' marketing strategies, with dedicated questions to provoke student enquiry. Marketing Showcase videos feature interviews with business leaders and marketing professionals, offering insights into how different organisations have successfully harnessed the elements of the marketing mix.

Carsharing Services. A potential analysis of alternative business models in the automotive industry Christian Acht, 2016-04-18 Seminar paper from the year 2015 in the subject Business economics - Business Management, Corporate Governance, grade: 1,3, University of Marburg (Research Group Technology and Innovation Management), course: Tutorial, language: English, abstract: Carsharing is rapidly growing service that gains more and more acceptance among car drivers. By now, alternative business models exist in search of new customers. This term paper aims to evaluate the potential of alternative carsharing business models in the automotive industry. Therefore, it will first set theoretical foundations by introducing different forms of carsharing and business model concepts. In a second step, dominant forms will be exemplified by applying it to a business model framework. In a last step, the author will make use of a SWOT analysis to examine potentials of each carsharing business model. This paper will exclusively concentrate on business-to-customer carsharing services on the German market. Other forms of the shared mobility will not be considered. Carsharing is a special form of the so-called access based consumption. It refers to transactions that are market mediated but without transfer of property. The term carsharing (or short-term auto use) describes a principle where individuals gain advantage from private car use without the costs and commitments of ownership. Core characteristics are a short rental period, simple access to vehicles and good

transition to other forms of mobility. This way of utilization is applicable for intermediate travel and routine activities. Even though carsharing emerged in Europe between the 1940s and 1980s, it ultimately became popular in the 1990s. Since then, it is spreading and growing all over the continent. Among others, one crucial factor for this development is that by 2020 55 per cent of the world population is expected to live in cities, which will lead to considerable space, infrastructure and environmental problems. Thus, the possession of a private car becomes more and more unattractive as overstrained infrastructures make a smooth flow of traffic impossible. Carsharing has to be distinguished from other types of shared mobility solutions like ride sharing concepts such as Uber, which are not treated in this paper.

Girls and the City Manreet Sodhi Someshwar, 2020-09-15 Juhi Jha -- ambitious and naive Leela Lakshmi -- talented, tenacious single mother Reshma Talwar -- hotshot young executive As the women bond over work, navigating their secret pasts, disapproving landlords, abusive bosses and roadside stalkers, they discover that the city -- fuelled by hungry aspirants and a real-estate boom -- might not be the refuge they seek. One pouring night in Bengaluru, their worst fears come true: one person is dead and the rest are suspects... *Girls and the City* by Manreet Sodhi Someshwar is an unputdownable read about the big little lies we deploy to hide our dirty little secrets.

Get Funded!: The Startup Entrepreneur's Guide to Seriously Successful Fundraising John Biggs, Eric Villines, 2020-09-08 From a TechCrunch founder and award-winning strategist comes the most comprehensive guide to the newest fundraising options for today's entrepreneurs. Fundraising for startups has changed dramatically in the past decade. There was a time when VCs were rock stars and a founder with a big idea and a little drive could raise a few hundred thousand dollars to build a business. But those days are gone. In the aftermath of the Great Recession and a massive drop in tech investments, it's become harder and harder for founders to raise money. The good news? Today's entrepreneurs have more options than ever before—with greater opportunities to get the ball rolling, get investors excited, and *Get Funded!* A comprehensive, cutting-edge guide from tech journalist and entrepreneur John Biggs and communication strategist Eric Villines, *Get Funded!* will enable you to: Create a solid business plan and a powerful story that investors respond to Explore a wide range of funding options—and find the ones that are right for you Understand valuation and dilution Plan, prepare, and deliver the perfect pitch Raise money through grants, micro-loans, micro-donations, and crowdfunding Take advantage of the latest online resources and financial tools Filled with step-by-step strategies, ready-to-use resources, and on-the-ground insights, this is a must-read for every entrepreneur. Even if you've started a business before, you'll discover a whole new funding landscape with exciting tech-driven models—including crowdfunding platforms like GoFundMe and Patreon, cryptocurrencies like Bitcoin, IEOs (Initial Exchange Offerings), micro-loans, and micro-donations—as well as more traditional, tried-and-true methods. Beyond a road map to the current world of funding, *Get Funded!* provides proven strategies for pitching, marketing, bootstrapping, and more. It's a complete 360-degree tool with easy-to-follow worksheets and online resources

that will help you build a sustainable funding strategy that's right for your business—and crucial to your success. Whether you're starting a food truck or a biotech startup, Get Funded! has got you covered.

The Phoenix Encounter Method: Lead Like Your Business Is on Fire! Ian C. Woodward,V. "Paddy"

Padmanabhan,Sameer Hasija,Ram Charan,2020-10-27 A radical new leadership strategy to transform business as we know it—from a dream team of INSEAD professors and mega-bestselling author Ram Charan The business landscape is littered with the wreckage of companies that crashed and burned when an apocalypse came—in the shape of new competitive technologies, upstart entrants, demographic shifts, and new world orders. Who can feel safe in firestorm change? The authors of The Phoenix Encounter Method don't advise safety. In fact, their method of leadership thinking requires you to imagine burning your business to the ground—throwing yourself into a firestorm change—and turning the upheaval to your organization's advantage. It can then rise, phoenix-like, from the ashes, stronger and more powerful than ever. Written with a sense of urgency and purposefully radical provocation, The Phoenix Encounter Method represents the forward thinking of legendary business guru Ram Charan and professors from the senior global leadership program of INSEAD, one of the world's top graduate business schools. The resulting methodology, based on analysis of thousands of articles, studies, reports, and academic and business practice, was field tested in real-life Phoenix Encounters conducted with more than fifteen hundred senior executives—from startups and family businesses to legacy companies—representing a broad range of industry and sectors in both developed and developing economies. Whatever your sector or industry, if you're responsible for your organization's ability to use change as a transformative opportunity, you'll appreciate the dramatic impact The Phoenix Encounter Method will have on you, your leadership, and your organization.

Community Pharmacy Practice Guidebook Jessica Wooster, Frank Yu, 2022-03-25 Get up to speed on everything there is to know about community pharmacy! This unmatched resource provides the tools you need to operate, manage, and advance community pharmacy. The authors have gathered information from practicing community pharmacists to deliver the most salient information you need to know. Community Pharmacy Practice Guidebook covers everything from operations and financial aspects to hiring/managing staff and important quality metrics within the community pharmacy practice setting. Delivering real-world content and practical applications for building the specific skills you need to succeed; it helps you create innovative solutions to optimize business and patient-related outcomes through clinical and value-added services specific to the community. Features Practice questions at the beginning and end of each chapter to test your knowledge. Each chapter includes practical application cases to build problem-solving skills related to community pharmacy. Real-life anecdotes, not just fictional situations, that provide a clear picture of how community pharmacy actually works. Coverage of community pharmacy models, legal considerations, pharmacy ownership and entrepreneurship, workflow optimization, human resources management, inventory, the role of technology, payment models and methods, clinical and value-added

services, risk management, quality metrics, and more.

The Business of Race: How to Create and Sustain an Antiracist Workplace—And Why it's Actually Good for Business Margaret H. Greenberg, Gina Greenlee, 2021-08-31 This book is not written specifically for White readers, Black readers, readers who are Latino, Asian, or other specific racial or ethnic groups. If you are a business leader, individual contributor, Human Resources or DEI (Diversity, Equity and Inclusion) professional, educator, coach, or consultant, then The Business of Race is for you. In the business world, incident-driven, company position statements on Black Lives Matter or Stop Asian Hate are not proxies for the heavy lifting that will penetrate and sustain a shift in the status quo. Advancing racial equity to disrupt institutional racism requires more than a company-wide memo or a tab on a corporate website. Businesses often water down, negate or skirt this reality by touting successes from its cousin—diversity. However, you cannot advance a strategy you do not name. The general term “diversity” enables that dynamic. It’s impossible to create an antiracist workplace when we avoid speaking the words “race” and “racism.” Co-authored by two business women, one Black and one White, The Business of Race can help us all prepare for this transformative work. Rather than diving headfirst with well-meaning but ineffectual efforts, we must first ready our organizations. The authors outline both the inner work (raising our own individual awareness and creating new ways of thinking and being), and the outer work organizations must undertake. This includes honest and often uncomfortable discussions. And carrying out as core to operational business strategy and performance, policies and practices to reimagine a racially equitable workplace. Whether you’re a rising entrepreneur, a supervisor or manager, a leader of a large multinational company, or a frontline employee, you’ll find concrete actions in this essential guide: Why Racial Diversity, Why Now - A Competitive Advantage Commitment, Specificity, and the Science of Small Wins Uncomfortable Truths and Fearless Leaders Look for Talent Where Others Are Not No Secrets in Pay and Promotions - Close the Wage Gap Discover Your “E” and Measure its Impact Woven throughout The Business of Race are interviews with dozens of business professionals across myriad industries, fields and organizational levels. Their stories bring voice to the challenges and opportunities businesses face every day, and provide readers with the courage and tools to openly, honestly, and effectively address the deeply complex, emotional and intimidating dynamic of race and racism in the workplace.

A brand analysis of mytaxi. What could a repositioning strategy include? Vanessa Busch, 2019-08-07 Seminar paper from the year 2019 in the subject Business economics - Business Management, Corporate Governance, grade: 1,4, Griffith College Dublin, language: English, abstract: This report provides an analysis and evaluation of the current brand strategy of mytaxi in Ireland. To fully understand and value the strategy, the current situation and future of the customers and competitors must be examined. The customer analysis takes a closer look at the amount of travellers, the population in Ireland and the current number of taxi licenses and their development over the years. It also considers future trends and progresses. In addition, the

self-analysis of mytaxi takes a further look on mytaxi's start in Ireland, the development over time, the reputation and what is going to happen in the future. A SWOT analysis was used to give a compact overview of the current situation of the company. Finally, the two main competitors, Uber and Lynk, were analysed and compared to mytaxi. The Gartner Magic Quadrant was used to reflect the finding towards the three companies. Results show that the population of Ireland increases as well as the amount of travellers but the number of taxi driver licenses decreases. Furthermore, it shows that mytaxi is the only company performing well compared to its competitors. However, mytaxi has a bad reputation in Ireland. There is a lack of trust in the company from the customers, passengers and drivers. The report finds that the current brand strategy does not reach the target groups effectively. Recommendations include providing a more emotional position of the brand to reduce the lack of trust. Furthermore, the brand loyalty can be increased by a better reputation of the brand. This can be achieved by a better relationship to the drivers. The announced rebranding should be reconsider again to not lose the brand equity. However, to benefit from the new brand, they need to build strong brand elements like slogan and brand mantra.

Uber Patrick Spott, 2018 This paper examines Uber's leadership, strategy and culture and explores how these elements led to its meteoric success. Uber's attempt to overcome its current problems through change is examined as well as change itself for Uber. This paper begins with a literature review outlining the development of Uber, its leadership, strategy and culture; addressing its strengths, weaknesses, opportunities and threats. This paper utilizes the Bolman and Deals' four frames structure (Structural, Human Resource, Political and Symbolic) as an analytical framework for evaluation of Uber's grappling with its challenges and change.

An Analysis of the Labor Market for Uber's Driver-Partners in the United States Jonathan V. Hall, Alan B. Krueger, 2016 Abstract: Uber, the ride-sharing company launched in 2010, has grown at an exponential rate. This paper provides the first comprehensive analysis of the labor market for Uber's driver-partners, based on both survey and administrative data. Drivers who partner with Uber appear to be attracted to the platform largely because of the flexibility it offers, the level of compensation, and the fact that earnings per hour do not vary much with the number of hours worked. Uber's driver-partners are more similar in terms of their age and education to the general workforce than to taxi drivers and chauffeurs. Most of Uber's driver-partners had full- or part-time employment prior to joining Uber, and many continued in those positions after starting to drive with the Uber platform, which makes the flexibility to set their own hours all the more valuable. Uber's driver-partners also often cited the desire to smooth fluctuations in their income as a reason for partnering with Uber.

Uber—Brave New Service or Unfair Competition Jasenko Marin, Siniša Petrović, Mišo Mudrić, Hrvoje Lisićar, 2019-10-19 This book analyzes the legal issues connected with the provision of Uber-related services. It primarily focuses on the various contractual and non-contractual relationships that occur during the use of Uber applications, especially with reference to Uber headquarters (Uber App), Uber branch offices (advertisements), Uber partner drivers (employees or self-employed),

Uber application registered users, Uber transportation service users (contracting passenger) and third-party Uber transportation service users (additional passenger). It also provides a comparison of standard transportation services and contracts of carriage, irrespective of whether the carrier in question is a common carrier, contractual carrier, actual carrier or an intermediary service provider. Furthermore, the book presents the relevant case law, especially with regard to Uber as a taxi service, Uber as a share-riding service, Uber as a rent-a-car with driver service, Uber as an employer and Uber as a key organizer of transportation service, in Croatia, Belgium, Germany, Italy, the Netherlands, United Kingdom, United States, Hungary, Argentina, and France. Lastly, it explores the different legislative approaches to resolving various issues related to the appearance of Uber and similar companies – the Laissez-faire model, Status Quo model, Legal Adjustment model, and the New Legislative Paradigm model.

Uber B. Yasanthi Perera, Pia A. Albinsson, 2020-01-16 Uber is one of the most innovative companies of our time. This book provides a detailed analysis of the company and its success and goes beyond the headlines about safety and culture. Many of us are so accustomed to using Uber today that the name of the innovative ride-sharing company has become a verb, as in to Uber somewhere, and yet Uber has been around only since 2010. Uber has disrupted the ride-hailing industry, from making it easier and more affordable to become an Uber driver than a cab driver to rating riders as well as drivers. As an early pioneer in using technology to create a new business model and new efficiencies, Uber is considered one of the most important case studies in the sharing economy. However, little in-depth information exists on this innovative company. This book traces Uber's origin and evolution in the face of competitive pressures, discusses the company leadership and corporate culture, addresses such controversies as rider and driver safety and sexual harassment of female employees, and explores how the company is addressing these challenges. Students of business, entrepreneurs, and anyone interested in the development and exponential growth of the sharing economy will benefit from reading this book.

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Swot Analysis Of Uber Introduction

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