

Open Source Business Ecologies

Value constellations or factors that govern, enable and impede the production and commercialisation of open source software

Doctoral thesis (work-in-progress)

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Outline

- Motivation
- Conceptual and empirical approach
 - Pricing
 - Bundling and versioning
 - Business models
 - Stakeholders
 - Community governance
 - Collective identities

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- Motivation
- Conceptual and empirical approach

- Pricing
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- Business models

Commercialisation

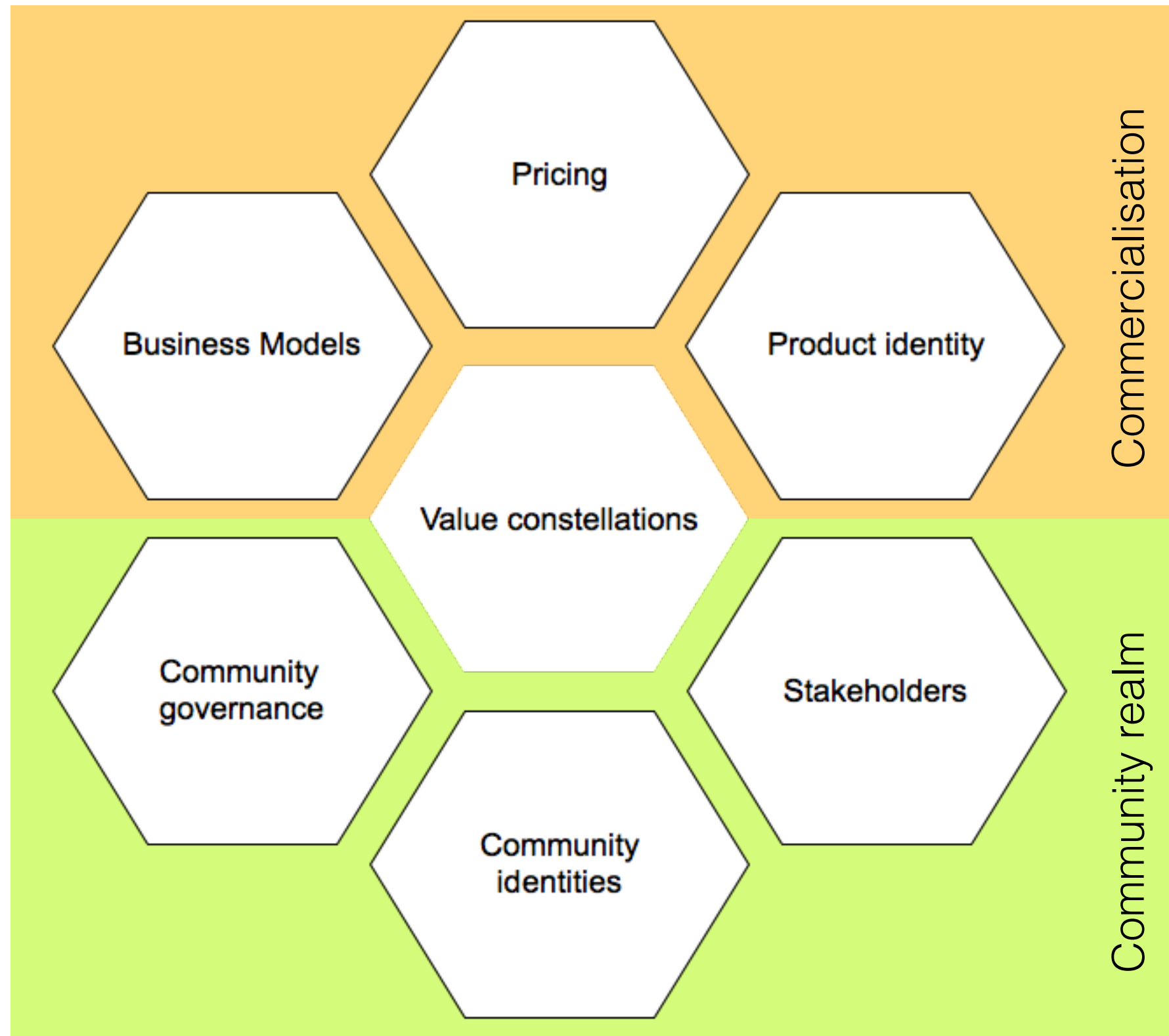
- Stakeholders
- Community governance
- Collective identities

Community realm

Motivation

- Why Joomla?
- Why open source?
- Interplay between community activity and commercial activity
- Value constellations as an overarching theme

Conceptual approach



Pricing of extensions / theoretical framework

Scope

The granularity of the offer. Can range from a complete package of products to single attributes.



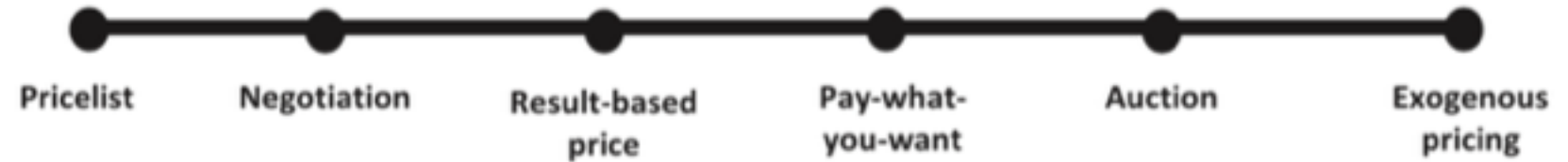
Base

The information that dominates the pricing decision.



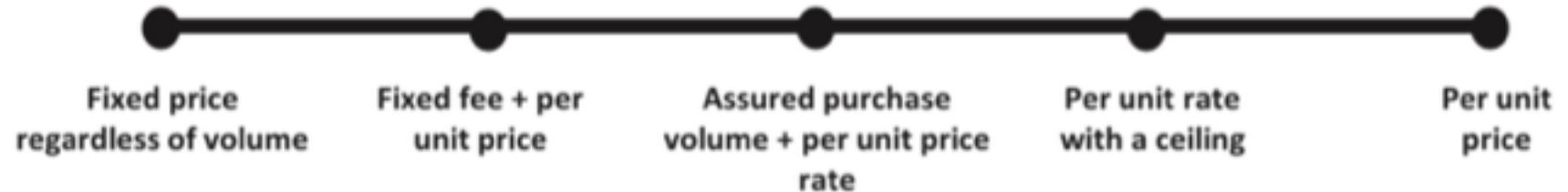
Influence

The ability of the seller and the buyer to influence the price.



Formula

Indicates how volume is connected with price.



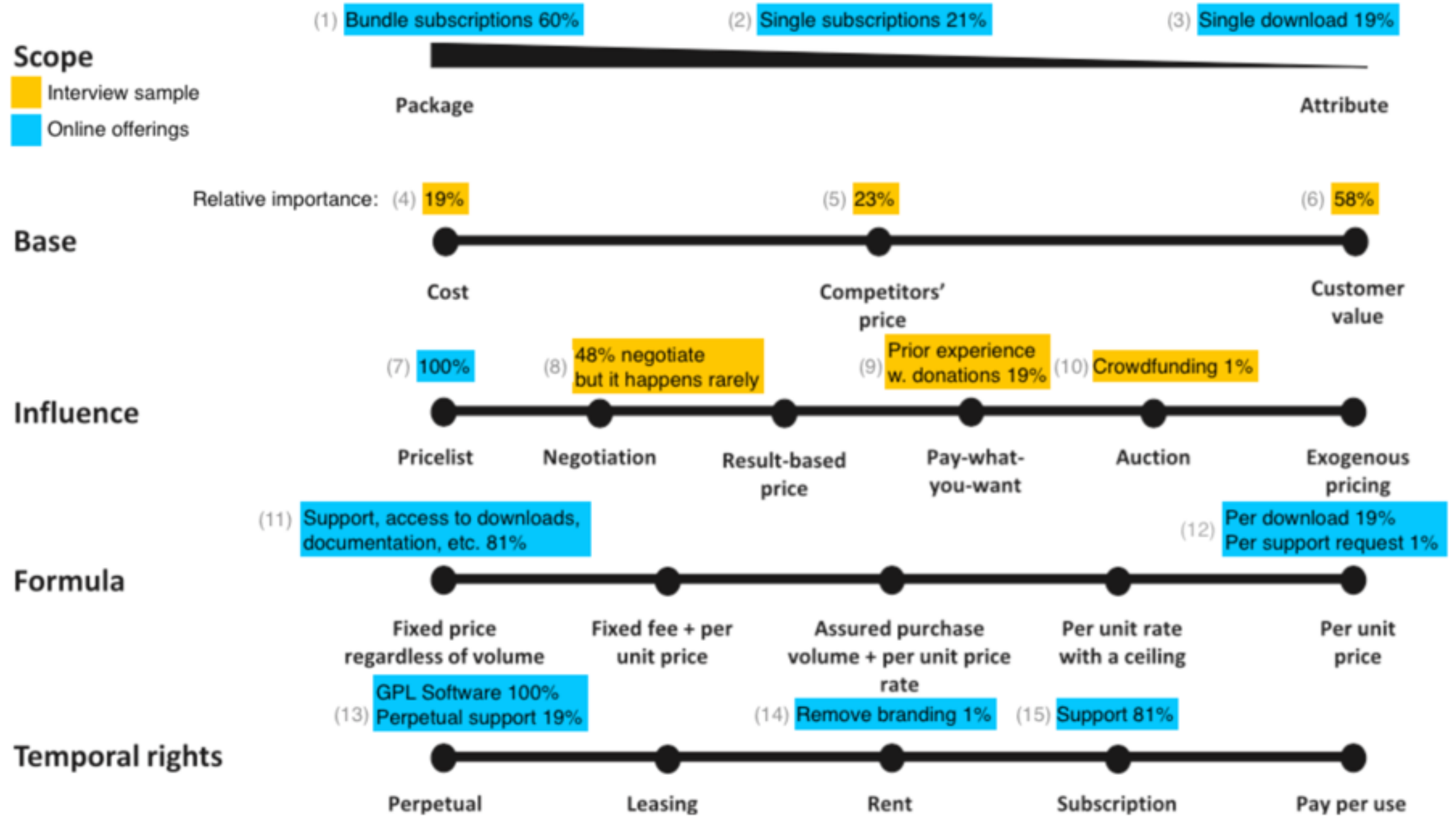
Temporal rights

Period in time a customer is entitled to use the offering.

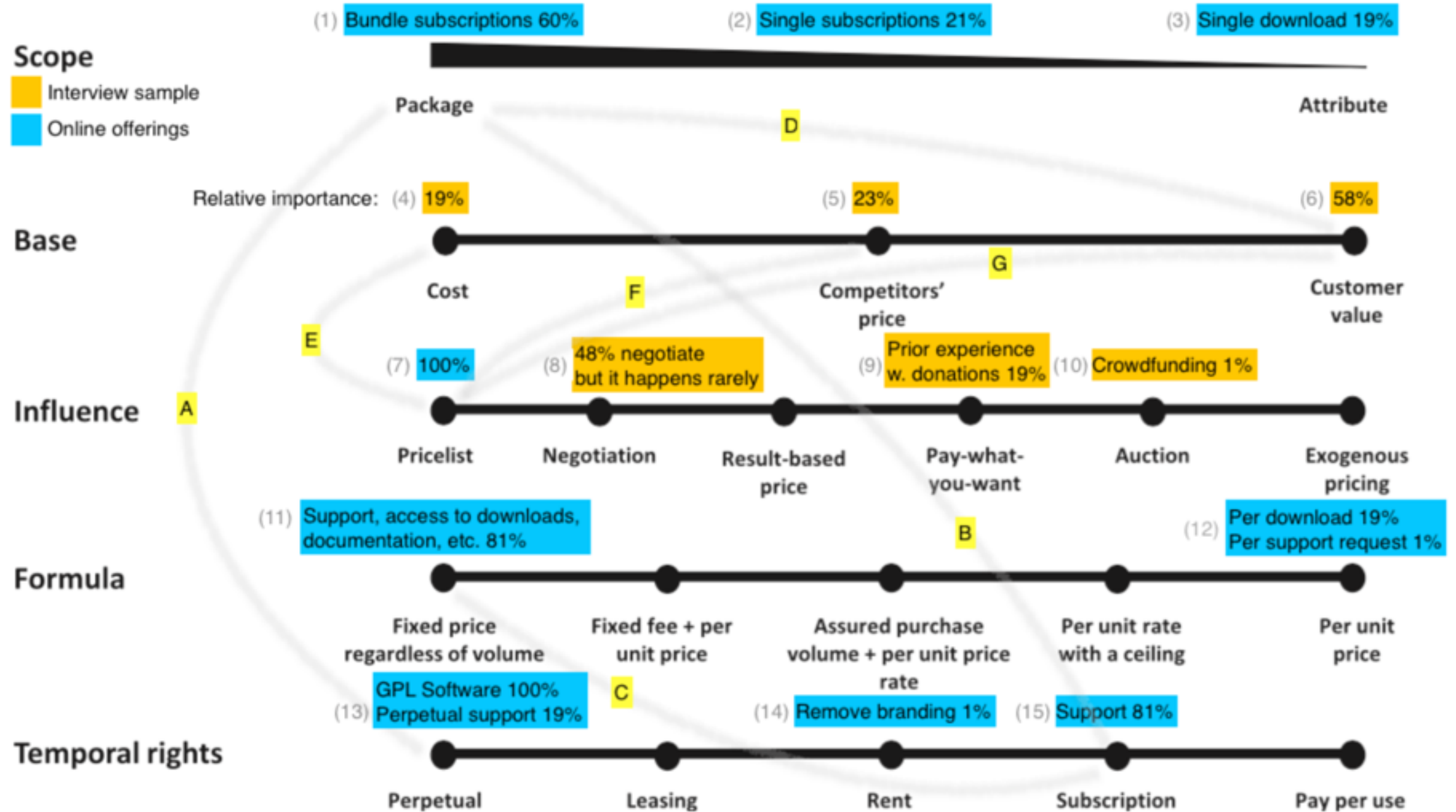


SBIFT model, Iveroth et al. (2012)

Pricing of extensions / results



Pricing of extensions / dominant practice



Bundling and versioning of extensions

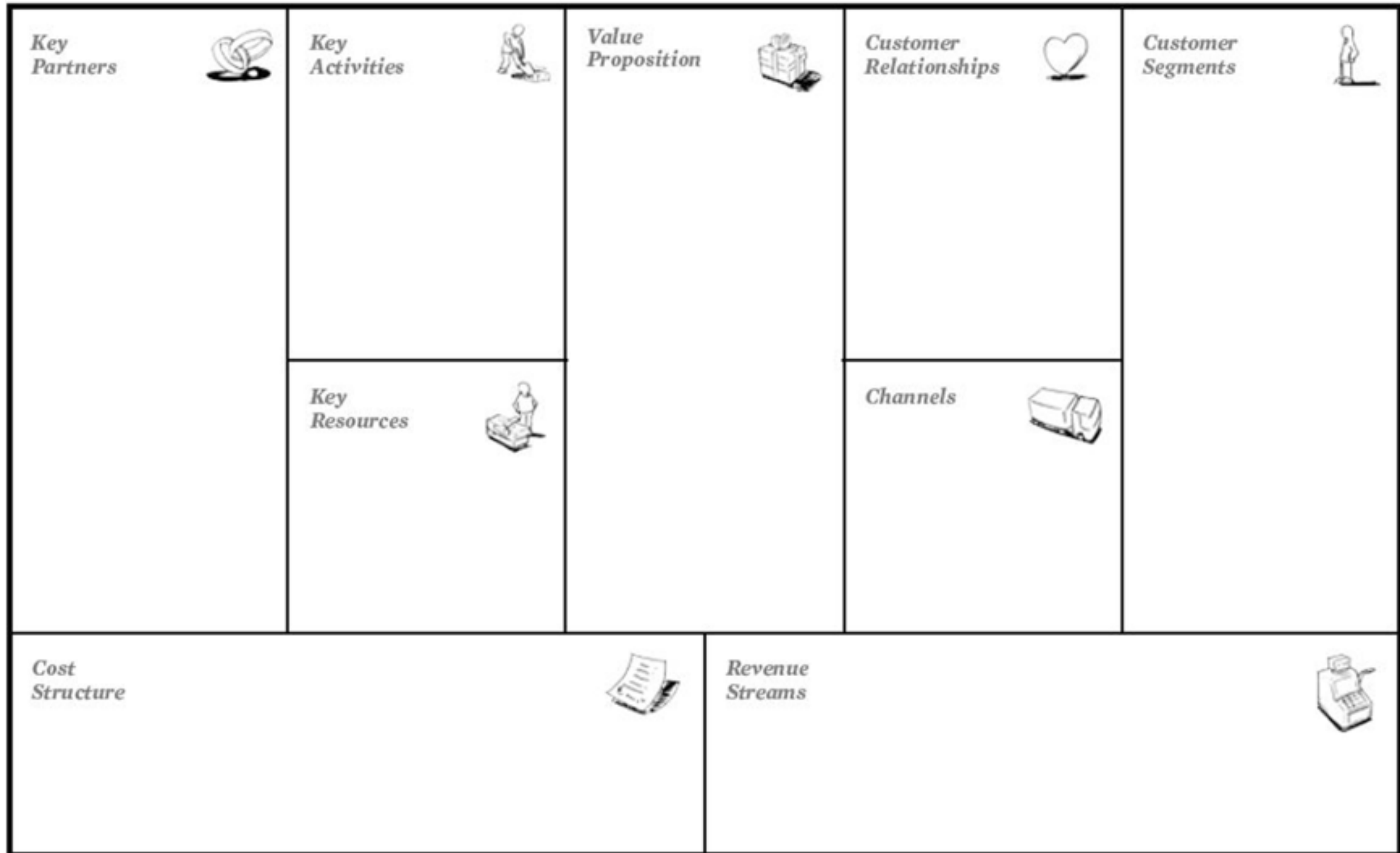
- Differentiation strategies
- Granularity and scope of the offering
- Discrimination criteria
- Bundling can lower price sensitivity
- Pure bundling, mixed bundling, customised bundling, unbundling

Bundling and versioning of extensions

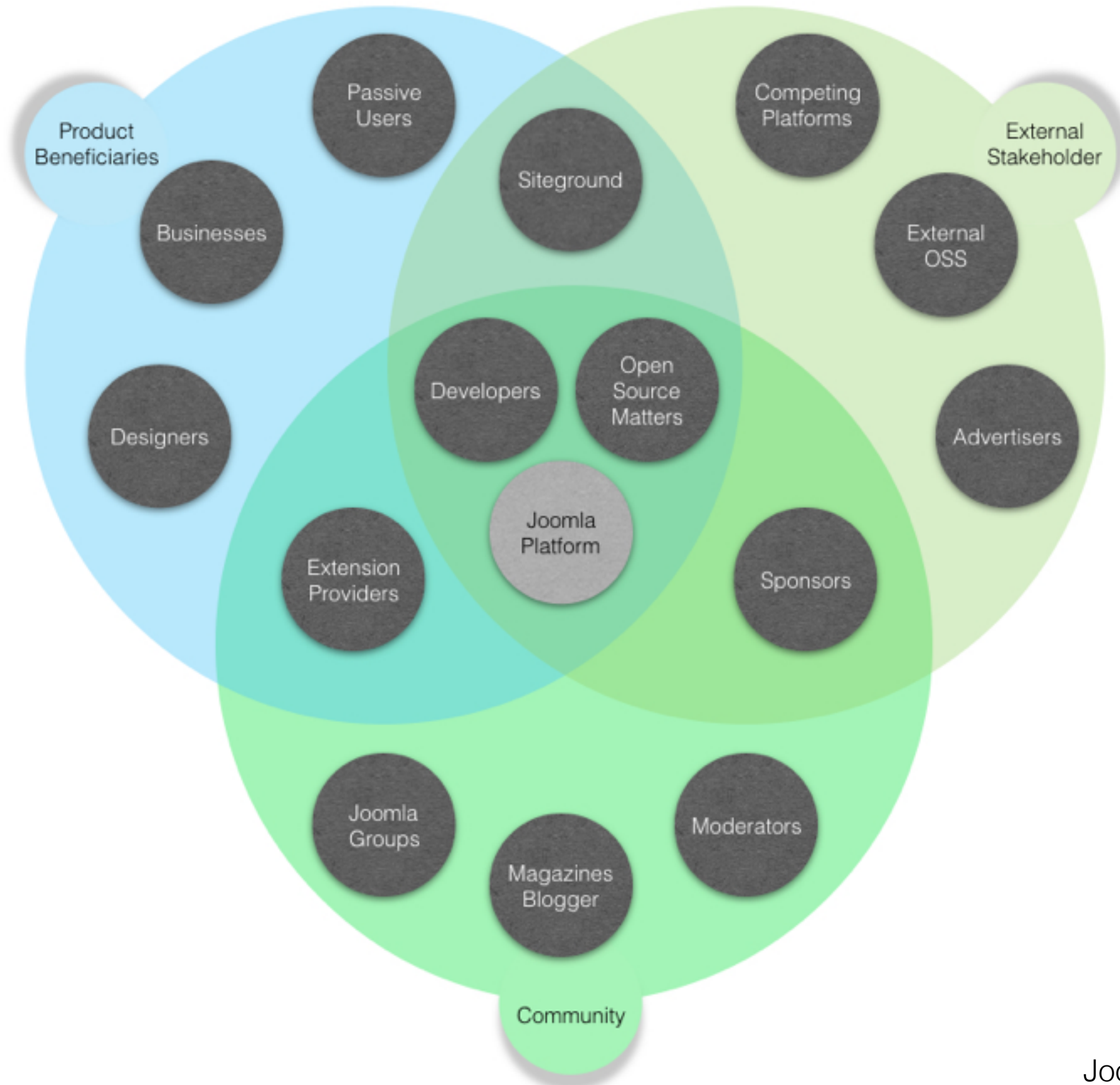
Many different differentiation criteria

Access to online documentation
Access to support ticket section
Access to updates
Language packs
Amount of extensions in bundle
Removable copyright
Functional features
Guaranteed response time for
Installation service
Priority support
Renewal discounts
Many others ... (counted 40 so far)

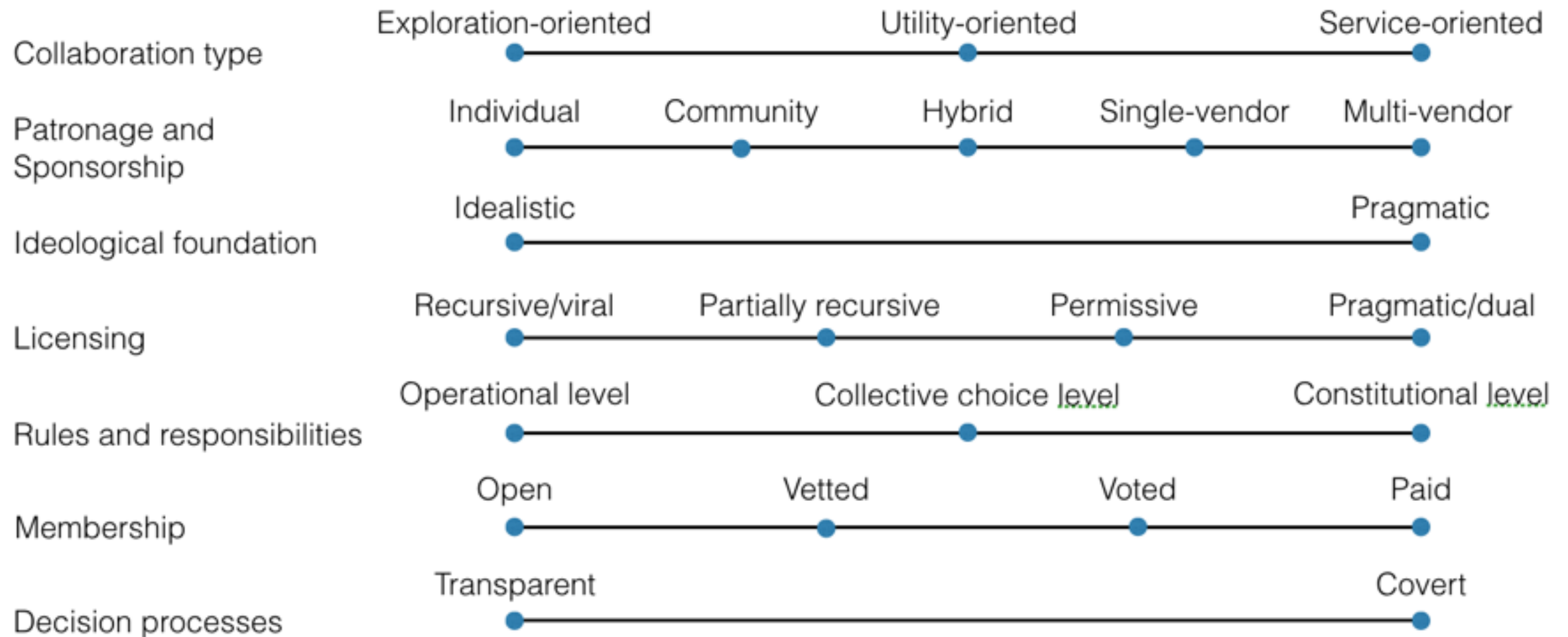
Business model(s) of extension providers



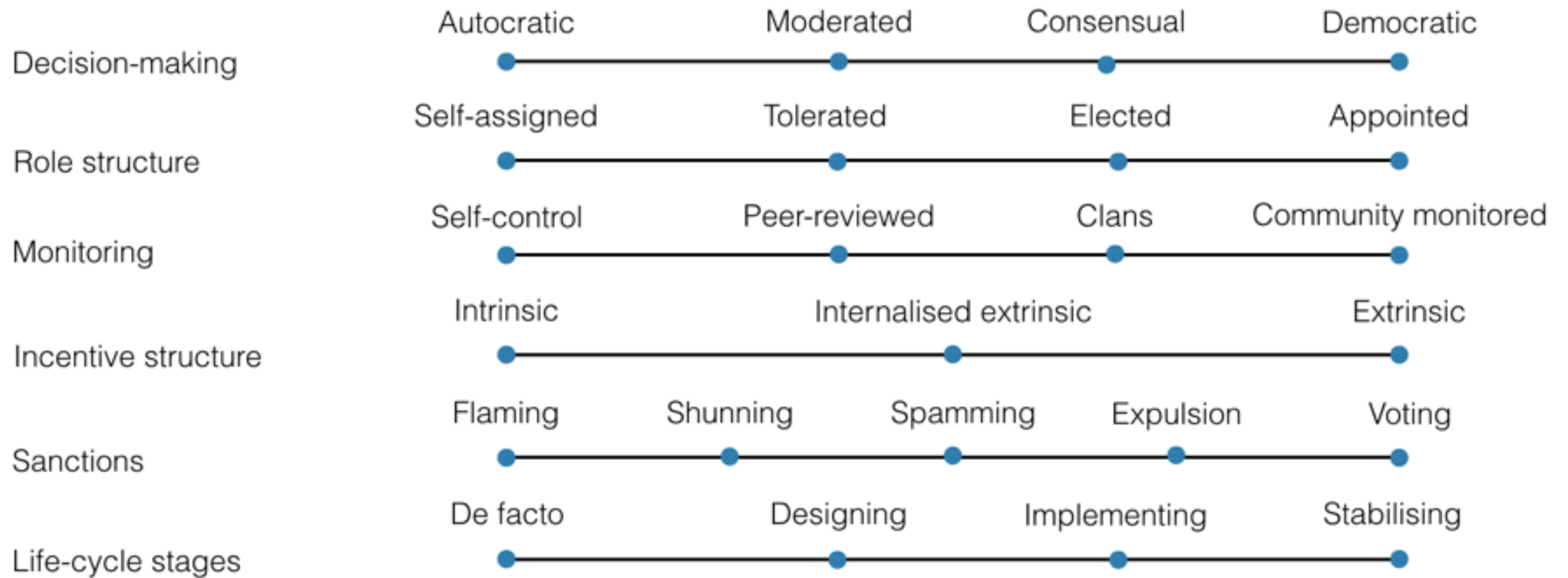
Stakeholders/draft



Open source governance



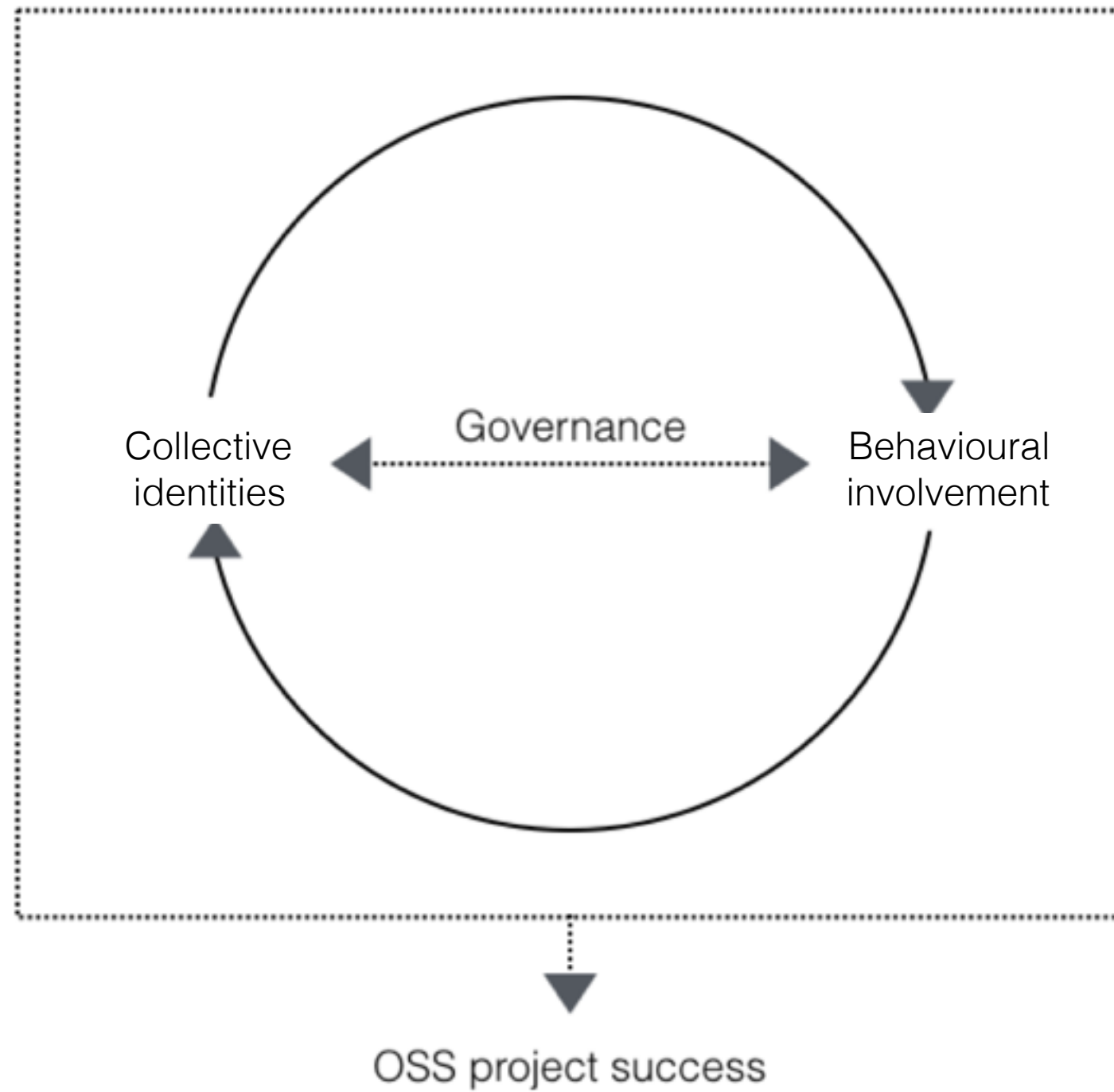
Open source governance



Collective identities

- Multiplicity of organisational images because of various interpretations
- Multiple individual images inscribed into what we often concisely refer to as “the” organisation
- Ideographic versus holographic identities
- Relationships between collective identities and collective outcomes

Collective identities



Discussion