

QUESTIONS-ANSWERS

by Student's Name

Course Code and Name

Professor's Name

Institutional Affiliation

City, State

Due Date

Questions-Answers

1. How have Uber succeeded in using E-Business in order to evolve the public transport industry across the world?

Uber has used a sophisticated and up-to-date approach to taxi service based on technology convenience as it implies to current consumers. Through the application-mediated service, the company has gained access to millions of gadget-users and won a huge market share within the busiest regions where taxis are in high demand, such as Los Angeles and New York, to list a few. This innovative model allowed positioning Uber as a highly competitive and valuable provider and enhanced this public transport sector as a whole since it has made “structural changes to an old industry” (Jalloh, 2014). Transition of all time-consuming issues, such as waiting for a free taxi, payments for a service, planning of the route, etc. to the electronic dimension has become a win-win solution for all stakeholders involved, especially the innovator itself.

2. Based on some of the Cons described in the article, what might be some ways in which the company, along with other followers, could optimize their processes in order to eliminate potential issues among their customer base?

On the one hand, Uber and other followers in the field can substantially increase the quality of taxi service offered by means of technology. This factor involves timeliness and service scheduling, quality communication and delivery based on provider-to-receiver ratings, to list a few, which all lead to cost- and time-efficiency and increased customer satisfaction. As a result, the providers can maintain trustworthy and mutually beneficial relationships with their customers and ensure their loyalty. On the other hand, optimization of taxi service operations through e-business is a good way to educate customers, to a great extent. Specifically, this issue refers to rating system aimed at consumer assessment and

banning consumer accounts due to low rating and serious issues occurring. This approach will enhance consumer culture with regard to politeness, paying ability, responsibility and foreseeable risks.

3. Are there any regions, countries, or cities where businesses such as Uber would not be profitable? Why or why not?

First, the issue may refer to locations with strongly positioned traditional taxi services as those may oppose and boycott monopolization of the market by Uber and services that are price-detrimental for the existing providers. For instance, anti-Uber protests in Europe led to banning of this service in Berlin and Frankfurt (Associated Press, 2014).

Second, limiting regulations within localities and regions would prevent Uber from monopolizing the taxi market. In particular, the places where these rules and appropriate anti-monopolizing policies are strict can be unfavorable for this company's profitability, especially if those would concern fixed or minimal pricing or safety requirements among other issues. The latter are some disadvantages derived from this innovative service delivery strategy.

4. How has the e-business concept of e-hailing improved or enhanced the lives of its users and what are some implications regarding the technology involved?

The presented by Uber technology-based taxi service model has perfectly suited to emerging customer demands for this type of transport by means of their networked connectedness. It has become a good way to ensure time- and cost-efficiency for this sector that is winning for both providers and customers. For consumers, using app-focused services resulted into expanded accessibility to the services via the devices they always have around, such as smartphones and tablets. Additionally, clients have been enabled with a possibility

to control the service delivery as they can plan the route, get receipts on emails in case of expensive orders, etc. Also, they got an opportunity to influence the quality of the service through the online taxi rating system. At the same time, e-hailing used already available applications, such as e-mapping, GPS, email, and e-payment, to list a few.

5. In your own opinion, do you believe that there should be stronger regulations on the freedoms of businesses such as Uber to enter into the market? Consider the effects on public and private taxi service providers.

Undoubtedly, there should be regulations in order to minimize a possibility of market monopolization and ensure fair competition among providers. Moreover, non-regulated innovation will play a detrimental role on public and private taxi providers. First, they will face sufficient losses due to lowered competitiveness. Consumer culture, based on the economical taxi service delivery, can shift customer preferences to taking a low-priced taxi rather than public or private transport even for short distances. Second, de-regulated e-hailing, as identified in the article, may result into unlicensed and uncontrolled taxi service offerings and safety issues rising in the process (Jallon, 2014). Thus, there should be innovation in the sector enticing it to evolve in line with technical advancement, but the regulations would ensure that this process is smooth and diversified, rather than sharply monopolist, simply destroying competition on the grounds of being obsolete.

Reference List

Associated Press 2014, 'Is Uber's \$40 billion valuation worth it?', *Richmond Times Dispatch* 21 December, viewed 22 December 2014, <http://www.richmond.com/business/ap/article_18a2a3c2-e3a7-54b2-9846-14e0404eeee4.html>

Jallon, M 2014, 'Taxi industry: Pros & cons of UBER and other E-Hail apps', *Investopedia*, 6 November, viewed 22 December 2014, <<http://www.investopedia.com/articles/investing/110614/taxi-industry-pros-cons-uber-and-other-ehail-apps.asp>>