

Case Study 1 - UBER and regulating the disruptive innovator

Start Assignment

Due Tuesday by 11:59pm **Points** 10 **Submitting** a text entry box
Available Jan 8 at 12am - Feb 2 at 11:59pm

Read the research paper from Political Quarterly entitled **'The Rise of UBER and Regulating the Disruptive Innovator'**.
(<https://utah.instructure.com/courses/941136/files/157421894/download?wrap=1>).(Dudley, Banister, & Schwanen, 2017)

Write a 2 page double-spaced paper (no need to follow any writing format such as MLA or APA) addressing the following questions:

- What is the industry structure of UBER?
- What are the competitive strategies of UBER?
- What are the pros and cons to a “sharing economy?”
- What issues/challenges can a market disruptive innovator like UBER face?
- How do the private hire vehicles (registered partners) of UBER relate to outsourcing within a company and what challenges may UBER face in the future for having this hiring structure?
- What implications on a personal and business scale could occur if America shifted towards a ‘gig economy?’
- Why do you think that disruptive innovators believe it is easier to ask for forgiveness than permission?

SUBMISSION:

- Submit on canvas.
- Late submission is accepted for 1/2 credit up to 3 days late.

Case Study 1

Criteria	Ratings		Pts
What is the industry structure for UBER?	1 pts Full Marks	0 pts No Marks	1 pts
What are the competitive strategies of UBER?	1 pts Full Marks	0 pts No Marks	1 pts
What are the pros and cons to a “sharing economy?”	1 pts Full Marks	0 pts No Marks	1 pts
What issues/challenges can a market disruptive innovator like UBER face?	1 pts Full Marks	0 pts No Marks	1 pts
How do the private hire vehicles (registered partners) of UBER relate to outsourcing within a company and what challenges may UBER face in the future for having this hiring structure?	2 pts Full Marks	0 pts No Marks	2 pts
What implications on a personal and business scale could occur if America shifted towards a ‘gig economy?’	2 pts Full Marks	0 pts No Marks	2 pts
Why do you think that disruptive innovators believe it is easier to ask for forgiveness than permission?	2 pts Full Marks	0 pts No Marks	2 pts
			Total Points: 10