

# **OPERATIONS AND SUPPLY CHAIN MANAGEMENT IN DIGITAL PLATFORM BUSINESS**

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## **ABSTRACT**

Several organizations based pre-dominantly on the use of digital platforms to conduct business have evolved in recent years. They use technology platforms to mediate resources and customers through peer networking for creating value on demand, most notably in accommodation and transportation sectors. Such business models include collaborative, sharing and gig economies as referred to in popular literature. In this ongoing study, we examine the nature of operations and supply chains underlying such digital platform based businesses. Aspects of interest include resource planning and sourcing; revenue management and pricing, resource allocation, queue management and scheduling, quality management, and other such issues.

Keywords: Digital Platform Business, Operations Management, Supply Chain Management