

The Marketplace Practice Model

Interpreting Actions Beyond the scope of Business Models

Johan PETERSSON

*Research Group VITS, Department of Informatics (ESI)
Örebro University, SE-701 82 Örebro, Sweden*

Abstract: This paper proposes a theoretical model for understanding electronic marketplaces. An electronic marketplace should here be understood as an IT-enabled (often Internet-based) medium dedicated to business communication. The marketplace practice model (MPM) implies viewing a marketplace as a “social practice” where different actors participate in producing a shared arena for communication. The proposed practice perspective therefore embraces the impact of and interplay between concepts such as business model, transaction structure and information systems architecture. The paper illustrates experiences from using the MPM model in a conducted case study on two geo-graphically targeted electronic marketplaces.