

STUDENTS / UNIVERSITIES
Burcu Bilgiç/Sabancı University
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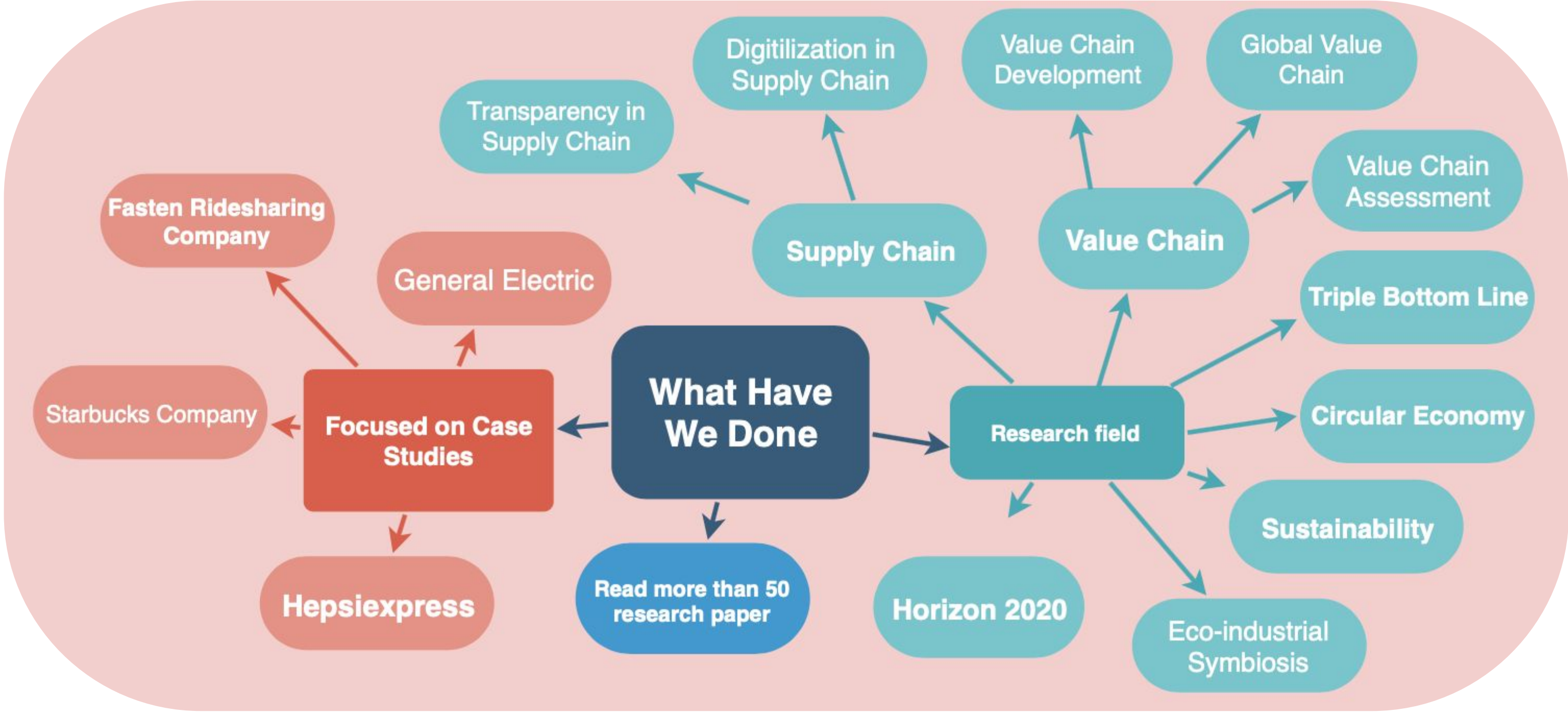
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Objective:

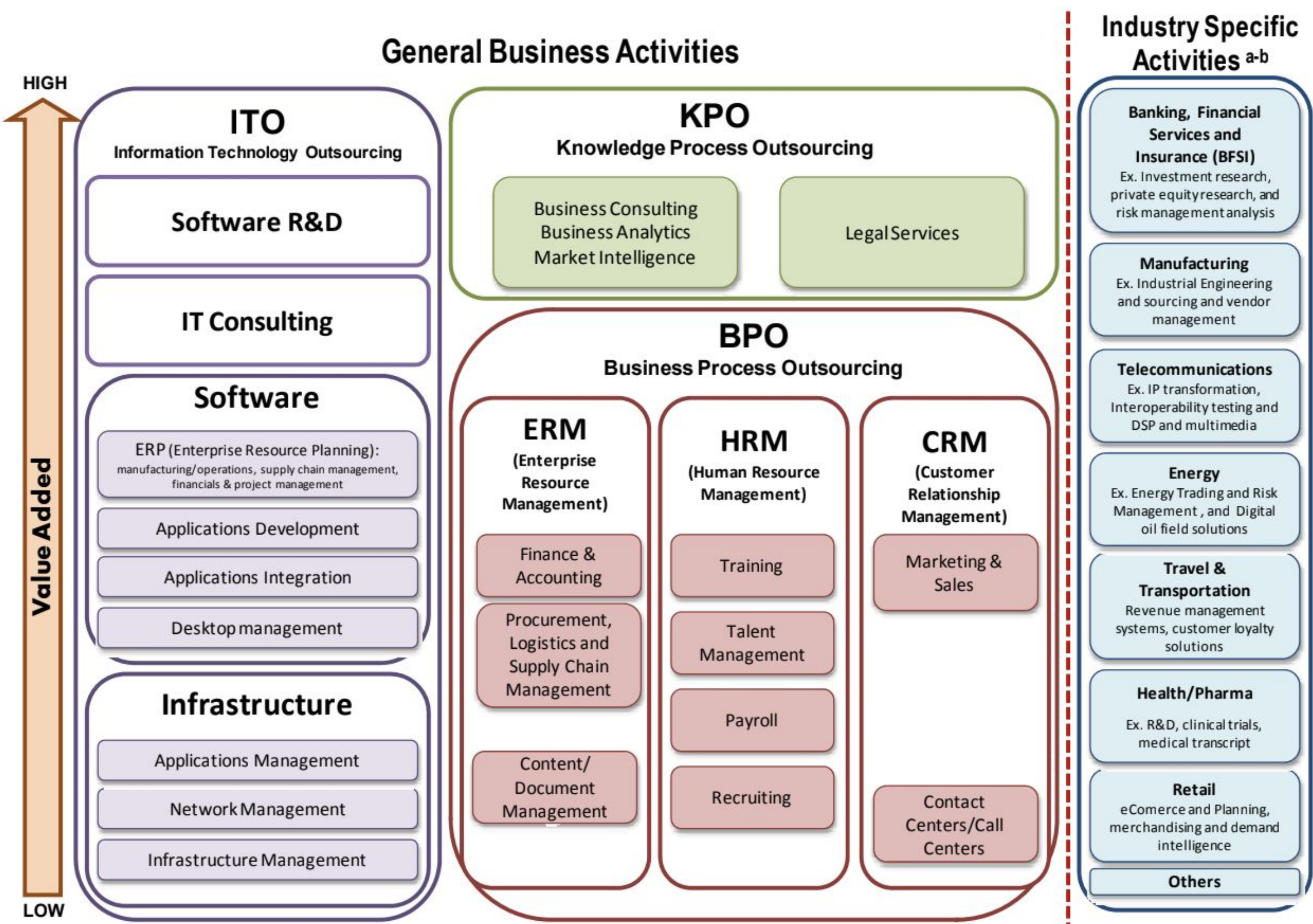
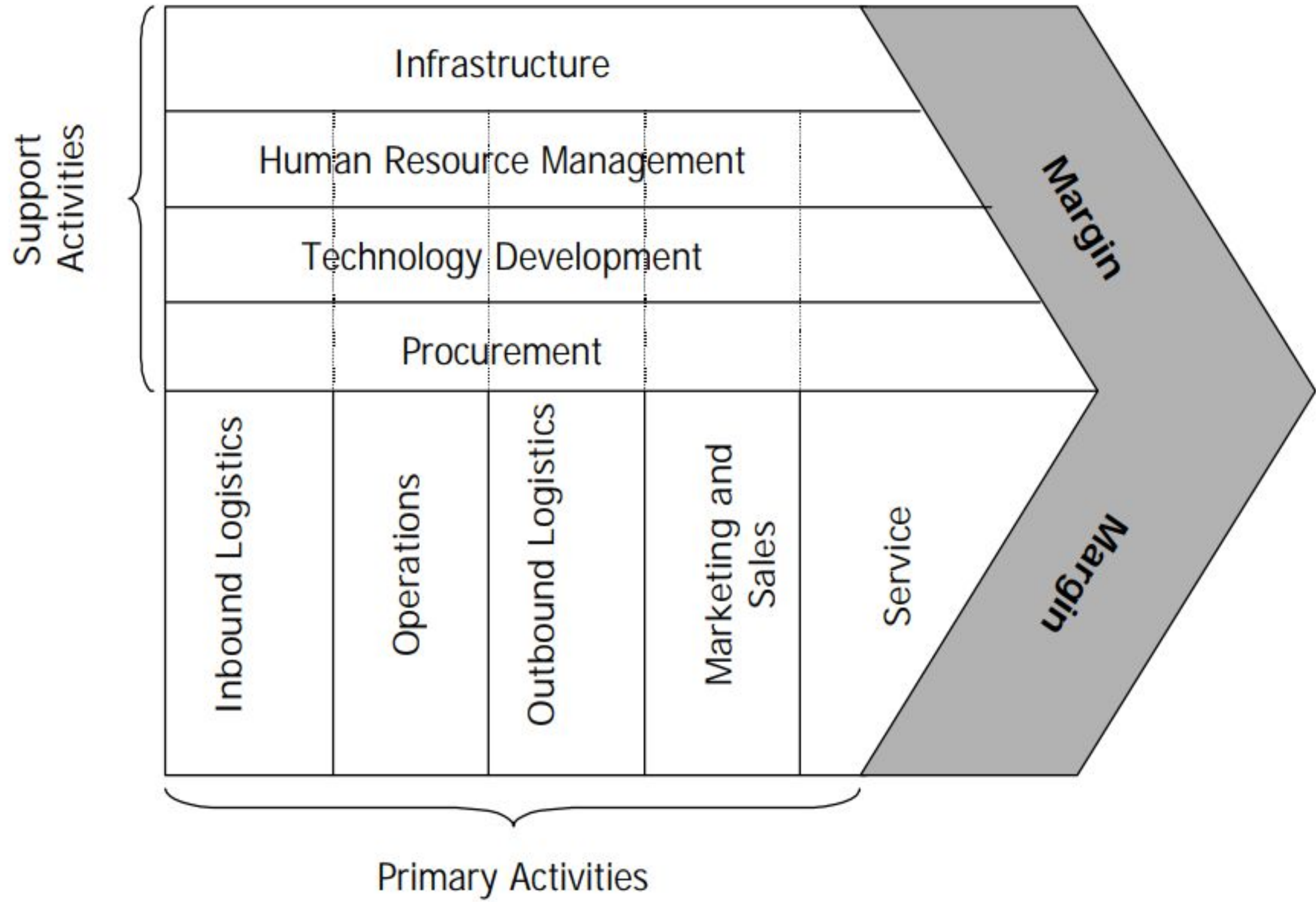
Develop an assessment methodology for resource efficient and eco-innovative value chains according to 2020 Horizon project, involving developing a framework for value chain while assessing it by economic, social and industrial criteria.



What Have We Done?



Porter’s Value Chain:



Notes: ^a Industry specific: Each industry has its own value chain. Within each of these chains, there are associated services that can be offshored. This diagram captures the industries with the highest demand for offshore services.
^b This graphical depiction of industry specific services does not imply value levels. Each industry may include ITO, BPO and advanced activities.

Source: (Gereffi & Fernandez-Stark, 2010a). See [http://www.cgac.duke.edu/pdfs/CGGC-CORFO The Offshore Services Global Value Chain March 1 2010.pdf](http://www.cgac.duke.edu/pdfs/CGGC-CORFO%20The%20Offshore%20Services%20Global%20Value%20Chain%20March%201%202010.pdf).

RIDERS

VALUES:

- Convenience: fast matching with the puss of a botton
- Easy and expedient payment
- Incentives provided by the platform:
 - Price transparency the fee is known before the call also
 - Safety: Cars are insured, drivers are educated/trusted
- Faster than public transport
- Great supply of cars
- Constant development → creating new values
- Same app everywhere in the world

RIDE SHARING PLATFORM

CAPABILITIES:

- Search & Matching:**
 - Centralized system
 - Ranking
 - GPS Based system
- Trust Building:**
 - Review systems
 - Price is known before the call
 - Clear vision and mission: intermediary on a two-sided business model
- Pricing:**
 - Price is set to keep wait time low
- Others:**
 - Marketing
 - Solve Legal Issues

DRIVERS

VALUES:

- Flexible working schedule
- Supplemental option to earn extra or primary income
- Guaranteed payment/ no payment hassle resulting in good money, good prices
- Incentives provided by the platfor
 - Large demand
 - Extend the use of an otherwise underutilized vehicle
 - Constant business

E-COMMERCE PARTNERS

VALUES:

- Direct shipment from E-commerce partners inventory
- uninterrupted and transparent tracking
- Support the employment
- Support the value added service
- Improve customer satisfaction by partnershiping with Hepsixpress

hepsixpress

CAPABILITIES:

- Technologic infrastructure:**
 - Successful matching system
- Operating system:**
 - Categorized AR-GE studies
- Marketing via Social media and Sponsorships**
- Trust Building:**
 - Integrated system
 - Transparency in shipment
 - Shipment based payment method

DRIVERS

VALUES:

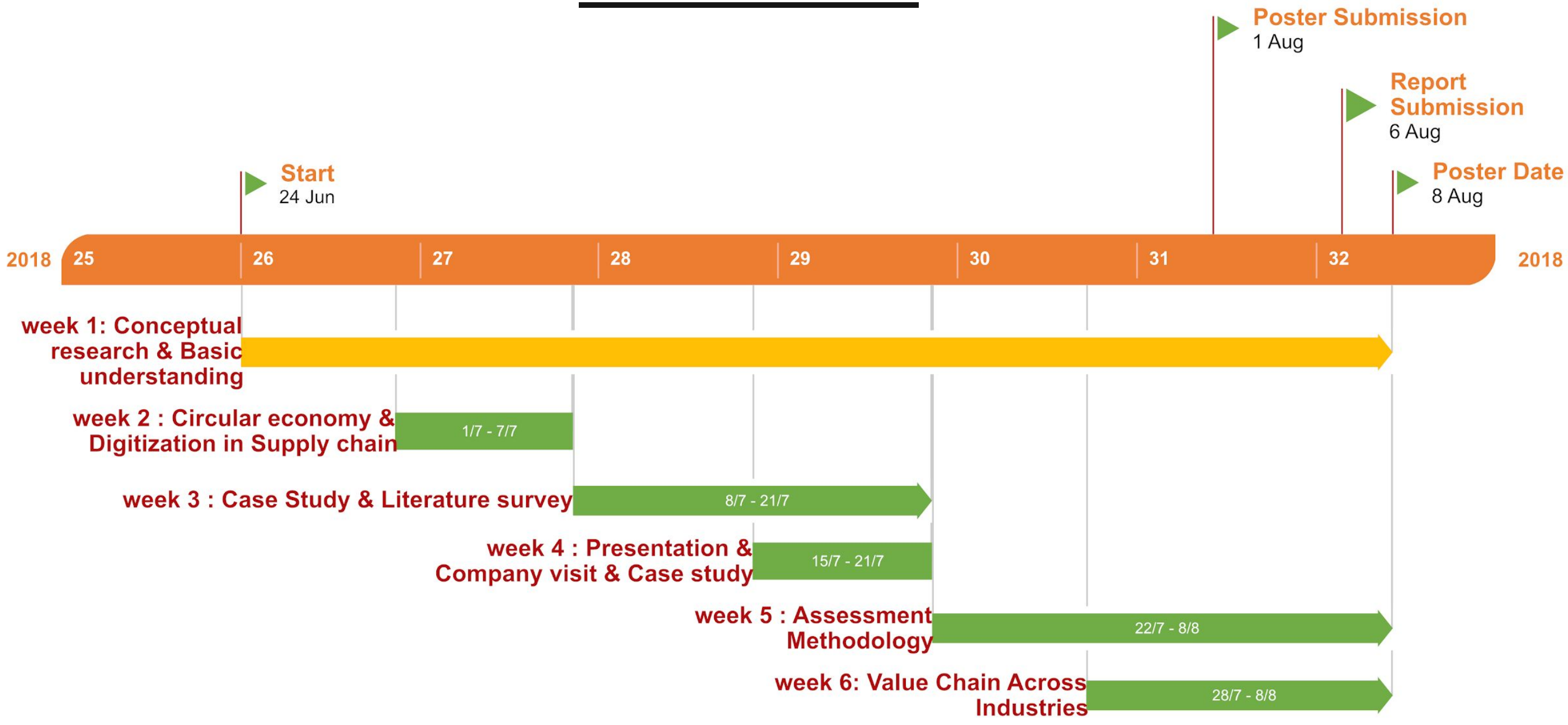
- Delivery based payment method
- Hepsiburada’s brand power and assurance
- New & customer based business model
- Working as a qualified employee
- Drivers defined as proprietorship
- Drivers use their own car

CUSTOMERS

VALUES:

- Continuous and transparent tracking
- Similar price with faster, more convenient and punctual service
- Vast delivery date options: today (+night delivery), the next day, standard delivery
- Possibility to check the product during delivery
- Hepsiburada’s brand power and assurance
- Guaranteed delivery by Hepsixpress
- Supporting eco-friendly delivery (electric vehicles)

Our Schedule



Discussion & Conclusion

- Complex, wide-framed research questions, gray area concepts, uncertain definition of the value and value chain
- Assessment methodology only achievable with deep sector- and industry-based data and experience
- Focusing on main objectives and common understanding of the value for each firm
- Every firm must find a way to operate as its business interests and the interests of the society and environment intersect to survive**
- Also, interceptions of value chains caused by geographical expansion and built partnerships create “global value chain”.
- A different point of view: The flexibility of the concept may also be beneficial to the firms in terms of its application in a suitable manner to firms’ needs.
- Conclusion:
 - A sustainable value chain is a new concept with multiple dimensions. Understanding and assessing the value chain is a big challenge considering the lack of methodology in the field.
 - We succeeded to develop a framework based on specific case studies and agreed on specific concerns that the companies must address: societal and environmental
 - Nevertheless, these projects and field require further studies.