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2017 – 1, nº 1

Entreprise & Société



The market-non-market articulation General framework of analysis and application to the new digital economy

Publication type: Journal article

• Journal:

Entreprise & Société 2017 – 1, n° 1 . varia

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Abstract: This study offers thoughts on the relationship between the commercial and non-commercial at the level of human, goal-oriented organizations. These include commercial as well as non-commercial organizations. This analysis focuses on the direct results that reflect the activity of the organization and the spillover effects, the latter possibly leading to dual organizations such as two-sided markets. It next revisits questions that stir debate today in the social sphere.

• Pages: 51 to 96

Journal: <u>Business & Society</u>

• CLIL theme: 3312 -- SCIENCES ÉCONOMIQUES -- Économie publique, économie du travail et inégalités

EAN: 9782406068426ISBN: 978-2-406-06842-6

• **ISSN**: 2554-9626

DOI: <u>10.15122/isbn.978-2-406-06842-6.p.0051</u>

Publisher: Classiques GarnierOnline publication: 03-10-2017

Periodicity: BiannualLanguage: French

• **Keyword:** Commercial/non-commercial organizations, economic model, direct/spillover effects, externalities/internalities, two-sided markets, digital economy, collaborative economy, Uberization, governance, regulation

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