

## Evolution of business models of enterprises in the years 1995-2025 - retrospective approach and comparative analysis



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Modern business models are new conceptual tools that contain a set of elements and relationships between them that represent the logic of a given enterprise in a specific field (business). They include a description of the value offered by the enterprise to a group or groups of customers, together with the identification of the necessary resources, processes (activities) and external relationships of this enterprise in order to create, offer and deliver this value and to ensure the competitiveness of the enterprise in this field and enable it to increase its value.

By 1995 and from 1995 to 2005, various business models became popular tools for generating revenue for companies. Access to the Internet and the use of its resources made them one of the important determinants of innovation and modernity of economic entities.

After 2005, business models are of particular importance mainly for local companies that are forced to compete for customers in the same market.

Entities are transforming their business models in a way that makes them similar to those of entities and services that are pioneers or leaders in a given industry, such as: Airbnb, Amazon, Facebook, Google, YouTube, Uber.

The models implemented by these companies are now seen as a reference point for other entities operating in the same local market in a similar or alternative industry, and can therefore be classified as business models “in their own right”.

The main variables contributing to the emergence of new business models are: the development of the online services market, including project-oriented start-ups; the development of various forms of entrepreneurship; the growing wikinimization and prosumerism; the flexibility, personalization and uberization of work; the significant role of community-based trends and services (for example crowdangels, crowdfunding, crowdgrader, crowdpromotion, crowdmarketing, etc.).