

# ON-DEMAND ECONOMY



Image Source: SmallBiz Technology

The On-Demand Economy is rapidly expanding across the global economy. This is defined by [on-demandeconomy.org](http://on-demandeconomy.org) as economic activity created by technology companies to fulfil consumer demand via the immediate provisioning of goods and services. Prominent on-demand companies are Uber and Airbnb but larger firms are also starting to enter these markets through partnerships or acquisitions. This reading list contains over 20 publications mainly published in the last 5 years and aims to give insight to various topics.

The Library will periodically add new resources to this list. Links to the full-text are indicated. If you encounter any problem in retrieving the materials, please contact [library@sutd.edu.sg](mailto:library@sutd.edu.sg) for assistance.

Please also forward us titles that you would like to share with others in this list.

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## TOPICS

- ☒ **Market Overview**
- ☒ **Consumers**
- ☒ **Companies**
- ☒ **Workforce**

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## MARKET OVERVIEW

An Overview of The On-Demand Landscape: Rise of the On-Demand Economy. *CB Insights*. Retrieved from <https://www.cbinsights.com/on-demand-overview>

Chung, A. (2016, August). (There's an app for that: How the on-demand economy won over Asia. *Singapore Business Review*. Retrieved from <http://sbr.com.sg/economy/commentary/theres-app-how-demand-economy-won-over-asia>

Alba, D. (2016, July). No the on demand economy isn't about to implode. *Wired*. Retrieved from <https://www.wired.com/2016/03/no-demand-economy-isnt-implode/>

(2016, May). How to Succeed in the On-Demand Economy. *Entrepreneur*. Retrieved from <https://www.entrepreneur.com/article/275086>

Colby C. and Bell, K. (2016, April). The On-Demand Economy Is Growing, and Not Just for the Young and Wealthy. *Harvard Business Review*. Retrieved from <https://hbr.org/2016/04/the-on-demand-economy-is-growing-and-not-just-for-the-young-and-wealthy>

Tanner Hackett, (2016, February). The On-Demand Economy Grows Up. Retrieved from <https://theondemandeconomy.org/the-on-demand-economy-grows-up/>

Maselli, I., Lenaerts, K. and Beblavý, M. (2016). Five things we need to know about the on-demand economy. *CEPS Papers, Centre for European Policy Studies*. Retrieved from <http://EconPapers.repec.org/RePEc:eps:cepswp:11209>

Kelly, K., Recorded Books, Inc, & Amazon.com. (2016). The inevitable understanding the 12 technological forces that will shape our future (Kindle ed.). New York: Viking.  
**[Available at the Library]**

Lerner, M. (2015, December). Asia's rising on-demand economy. *Tech in Asia*. Retrieved from <https://www.techinasia.com/talk/asian-ondemand-bonanza>

# CONSUMERS

Insights into the on-demand consumer needs and experiences.

Roger, C. (2016, September). How to create on-demand experiences for today's highly demanding consumers. Retrieved from <https://www.marketingweek.com/2016/09/06/how-to-create-an-on-demand-experiences-for-todays-highly-demanding-consumers/>

Tse, A.P. (2016, January). What the demand for on-demand food says about consumers (Hong Kong). Retrieved from <http://www.campaignasia.com/article/what-the-demand-for-on-demand-food-says-about-consumers/405174>

(2015, October). What We Learned About On-Demand Consumers This Week. *PYMNTS*. Retrieved from <http://www.pymnts.com/in-depth/2015/what-we-learned-about-on-demand-consumers-this-week/>

Jaconi, M. (2014, July). The 'On-Demand Economy' Is Revolutionizing Consumer Behavior — Here's How. *Business Insider*. Retrieved from <http://www.businessinsider.com/the-on-demand-economy-2014-7?IR=T&r=US&IR=T>

(2013, April). The coming era of 'on-demand' marketing. *McKinsey & Company*. Retrieved from <http://www.mckinsey.com/business-functions/marketing-and-sales/our-insights/the-coming-era-of-on-demand-marketing>

McDonald, M. (2015). On-demand is in demand: Experience lifestyle commerce. *Accenture*. Retrieved from [https://www.accenture.com/t20151211T024301\\_w\\_us-en/\\_acnmedia/PDF-2/Accenture-Strategy-On-Demand-In-Demand.pdf](https://www.accenture.com/t20151211T024301_w_us-en/_acnmedia/PDF-2/Accenture-Strategy-On-Demand-In-Demand.pdf)

# COMPANIES

Firms that provide on-demand services and are digitally based (primarily mobile). With the aim of offering convenient access to goods and services.

The On-demand Economy list of On-demand Companies. Retrieved from <https://theondemandeconomy.org/participants/#>

Solomon, B. (2015, December). The Hottest On-Demand Startups Of 2015. *Forbes*. Retrieved from <http://www.forbes.com/sites/briansolomon/2015/12/29/the-hottest-on-demand-startups-of-2015/#695d97231548>

## WORKFORCE

Issues and concerns pertaining to the on-demand market.

Wladawsky-Berger, I. (2015, December). On-Demand Economy Is Reshaping the Firm, and Society as We Know It. *The Wall Street Journal*. Retrieved from <http://blogs.wsj.com/cio/2015/12/25/on-demand-economy-is-reshaping-the-firm-and-society-as-we-know-it/>

(2015, July). The On-Demand Economy Is Here To Stay, And Now Is The Time To Put It To Use For Your Business. *Forbes*. Retrieved from <http://www.forbes.com/sites/zalmiduchman/2015/07/14/the-on-demand-economy-is-here-to-stay-and-now-is-the-time-to-put-it-to-use-for-your-business/#591e020243f8>

(2015, January). Workers on tap: The rise of the on-demand economy poses difficult questions for workers, companies and politicians. *The Economist*. Retrieved from <http://www.economist.com/news/leaders/21637393-rise-demand-economy-poses-difficult-questions-workers-companies-and>

Maselli, I. and Fabo, B.(2015). Digital workers by design? An example from the on-demand economy. *CEPS Papers, Centre for European Policy Studies*. Retrieved from <http://EconPapers.repec.org/RePEc:eps:cepswp:11030>