

Supporting SME Collecting Organisations: A Business Model Framework for Digital Heritage Collections

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Abstract

Increasing numbers of heritage collecting organisations such as archives, galleries, libraries and museums are moving towards the provision of digital content and services based on the collections they hold. The collections sector in Australia is characterised by a diversity of organisations which are struggling with the transition to digital service delivery. One major reason for this struggle is the lack of suitable underlying business models for these organisations as they attempt to achieve a sustainable digital presence. The diverse characteristics of organisations make it difficult, if not impossible, to identify a single business model suitable for all organisations. We argue in this paper that the development of a flexible e-business model framework is a more useful strategy for achieving this goal. This paper presents a preliminary framework: the Complement (C+) Business Model Framework for Content Providers initially developed by Krueger et al. (2003) and outlines how the framework will be refined and investigated empirically in future research within the Australian collections sector.

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