

## Analysis of Business Models in Public Service Platforms Special reference to Public Sector Organizations

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### Abstract

In a dynamic growth of global urbanization, continuous economic development, industrialization, and increases of the human lifestyles in the present day, New Public Management (NPM) become a most important concept in whole world. New public management (NPM) is a method to support good public services to the citizens in quasi-markets. The service exchange process between citizen and public service providers has changed with co-opetition concept. Therefore users can get very positive benefit by using this new public service model. when considering previous research which is only focused on citizens, the analysis of the supply side of the supporting technologies. This study attempts to address this research gap. This study was analyzed to examine the case of Adaptability of Business Models in Public Service Platforms within Colombo District. This study was guided by objectives as outlined below; to classify the value propositions, value architecture, value networks, and value financing system in select public organization or institute within Colombo District. Finding adaptability of business models in public service platforms in terms of value propositions, value architecture, value networks, and value financing within Colombo District. The methodology for carrying out this particular research entailed in-depth, qualitative method. The methodology used covered the collection, interpretation, arrangement, combination and presentation of information in a form readily understood as summarized below: identification of the broad problem and formulation of objectives, undertaking of research and collection of data from secondary sources, conducting of interviews for collect primary data, analysis of data collected using different techniques, presentation of data collected using different techniques. There was a limitation when continuing this study within the Colombo District area; limit the sample only to less number of institute and executive level managers, who are willing to commit their valuable time to answer to the interviews and also Previous research is limited to the study and theorization of new technology owned and controlled by an individual organization. The major findings of this study were; undamental business models of a public service platform in the sector driven by quasi-markets

**Keywords:** New Public Management, Business Models, E-government, E-governance, Digital Platform