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A Ubiquitous Business Community (UBC) Model for Clusters

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ABSTRACT

Nowadays a growing convergence of computing platforms, mobile telephony, broadband and wireless networks allow small firms to implement strategies and business transactions that once were only affordable to medium and large size companies. In this   context, a Ubiquitous Business Community (UBC) can be defined as a computer application designed to promote the interaction between members of a business community despite their location or computing platforms, anytime (allowing synchronous or asynchronous interactions), anywhere, sensitive to the context of users (location, information needs, time demands, user profiles), as well as to business transactions opportunities. This work presents an UBC model that has the potential to leverage interactions and to promote business transactions and collaboration inside a cluster. This model can underpin the creation of prototypes or systems to implement an UBC in a real cluster.

Keywords

Ubiquitous Computing, Mobile Computing, Organizational Clusters, Business Communities, Ubiquitous Services