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# Which alternative to Big Tech business model and corporate governance?

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## Abstract

How do business models differ in alternative platforms and to what extent do they innovate corporate governance in contrast to hegemonic platform businesses, such as GAFAM companies? The purpose of this presentation is to analyse alternative business models that are related to platform economies and to analyse its transferability to other platforms. The data collected in three different national contexts and their comparative analysis provide insights into the potentialities of alternative platforms, regarding their labour-related, economic, social, and cultural effects.

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