

BUSINESS MODEL: EVOLUTION AND CLASSIFICATION

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The main purpose of this article is a theoretical study of the evolution and classification of business processes, depending on the processes of a company on the grounds and species.

The methodological basis of the study is a general scientific dialectical method of cognition, in which the object of study is taught as a dynamic system in the process of its development. A comparative analysis of different approaches to defining the essence of the definition of "business model" is carried out on the basis of dialectical, historical and systematic methods. In the process of studying and generalization of scientific and practical developments applied methods of comparison, analysis and synthesis, induction and deduction.

The paper summarizes the scientific position with respect to the understanding of "business model". The basic classifications of business processes on the basis of species and processes at enterprises are

made. A theoretical study of the evolution and classification of business processes is conducted. Presented differences of the business model from the strategy. Systematized methodical approaches to building a business model.

The study found that to date there is no single definition of the term of "business model". It is found that, depending on the process of evolution of the concept, the definition of its content changes. Their classification is also changing.

The author proved that the strategy and business model have their differences. Consideration of options for enterprise showed that construction of the "business model" may be different.

The article also revealed that during the global crisis, it is the use of non-traditional "business models" has now become a highly effective and provides new opportunities for growth and business development.