

Case Study: UBER

Background and Development:

- **Founding:** Uber was founded in 2009 by Garrett Camp and Travis Kalanick in San Francisco. It began as a luxury car service before evolving into a ride-sharing app.
- **Global Expansion:** Uber expanded rapidly, operating in hundreds of cities worldwide. Its app-based platform connected drivers with passengers, making transportation more accessible and often more affordable than traditional taxi services.

Economic and Social Impact:

- **Disruption of the Taxi Industry:** Uber's biggest impact has been the disruption of the traditional taxi industry. Its lower prices, convenience, and user-friendly app attracted a large user base, challenging the established taxi services.
- **Employment Model:** Uber popularized the gig economy model, where drivers work as independent contractors rather than employees. This model offers flexibility but has also raised concerns regarding job security, benefits, and workers' rights.
- **Regulatory Challenges:** Uber's rapid growth led to numerous legal and regulatory challenges. Governments and cities around the world grappled with how to regulate ride-sharing services, leading to bans, restrictions, or new regulations in some areas.
- **Urban Transportation Landscape:** Uber has impacted how people navigate cities. Its services have been linked to a decrease in DUI incidents in some areas and have provided transportation options in underserved or poorly connected regions.
- **Surge Pricing Model:** Uber introduced dynamic surge pricing, which adjusts fares based on real-time demand. While this can lead to higher prices during peak times, it also incentivizes more drivers to be available when needed.