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硕 士 学 位 论 文

基于综合集成方法的商业模式
创新方案价值的定量评估

A Study on Quantitative Assessment of the value of
Business Model Innovation Programs Based on
Meta-synthesis Method

邱 杨

指导教师姓名: 徐迪 教授

专 业 名 称: 技术经济及管理

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摘要

继技术创新之后，商务模式创新成为企业价值创造的又一重要源泉。如何评估商务模式创新方案的价值，降低其采纳风险，正受到企业越来越多的关注。本文在介观商务模式理论及综合集成方法的基础上，视商务模式创新方案价值的定量评估为一个复杂系统，对其进行研究。

本文分理论研究和应用分析两个阶段，全面展示了商务模式创新方案价值定量评估体系的构建及应用过程。理论研究阶段，重点解决了价值评估体系是什么以及如何构建的问题。关于评估体系的内容，笔者先由商务模式创新方案价值的概念界定入手，明确评估原则及标准，构建完整的价值评估框架；然后基于模块化与流程化的混合视角，提出反映商务模式创新方案价值创造逻辑的模型和工具，并通过线性规划模型找寻最优分配方案，构建了价值分配机制；而后给出测算及呈现评估结果的工具，并加入敏感性分析；最后，总结用到的评估方法。关于评估体系的构建，本文则从内容实现和技术实现两个角度进行了探讨。笔者先是细化了评估商务模式创新方案各模块价值所需的模型，而后针对研究问题的复杂性，提出采用综合集成方法论做支撑，重点构建了综合集成研讨厅和基于 agent 技术的模型集成系统。在理论研究的基础上，本文选取亚马逊电子书业务发展的两种模式进行分析。理论与应用分析的结合，全面展示了本文的研究成果。

研究认为，通过构建基于综合集成方法的商务模式创新方案价值的定量评估体系，即综合了意见的综合集成、知识的综合集成、定量定性的综合集成、人机结合的综合集成、模型的综合集成及方法的综合集成的综合集成方法，较传统单一的评估方法和技术，可以取得更好的研究效果，对企业评估商务模式创新方案的价值具有一定的指导意义。

关键词：商务模式创新方案；价值评估；综合集成

Abstract

Following the technological innovation, business model innovation has become another important source of value creation. Enterprises are paying more attention on the assessment of business model innovation scheme and the way to reduce the risk when adopts it. Based on Meta-synthesis, this thesis studies the quantitative assessment of the value of business model innovation scheme, which is also considered as a complex system.

This thesis is divided into two stages, including theoretical research and application analysis, to conduct an in-depth study on building a quantitative valuation system of the business model innovation program. In the theoretical stage, this thesis defines the concept of assessment system as well as the way to establish it. The author starts with the definition of business model innovation and the clarification of evaluation principles. As to the detailed assessment system, this thesis follows a logical order as objective, content, process, result and method. According to the content of the assessment, the author establishes the integrated value assessment frame; then based on the perspective of module and process, proposes the tool and model used for the calculation of business model innovation value and develops a value allocation through linear programming model; Afterwards, the author adds sensitivity analysis and finally summaries all the assessment methods. This thesis explains the assessment system from both content and technical point of view, elaborates relevant models for different schemes which are used to evaluate the business model innovation scheme and establishes the synthetical system with the support of Meta-synthesis and agent technique. On the foundation of theoretical research, this thesis analyzes two development patterns of Amazon e-book. The combination of theoretical and applied research fully displays the finding of this thesis.

This thesis suggests that compared to the traditional evaluation and technique, the assessment of business model innovation scheme based on Meta-synthetic Method,

which can realize the meta-synthesis of different comments, knowledge, models, methods, man-computer exchanges, as well as quantitative and qualitative analysis, can be more effective in guiding enterprises doing value assessment of business model innovation scheme.

Key Words: Business Model Innovation Program; Quantitative Assessment; Meta-synthesis

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