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博士学位论文

社会化商务模式创新的渠道策略

The Channel Strategy of Social Commerce-
Based Business Model Innovation

殷实

指导教师：徐迪教授

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摘要

社会化商务应用正成为企业开展商务模式（商业模式）创新活动、应对经济增速放缓、竞争加剧等严峻挑战的重要手段。社会化商务应用企业通常需要考虑如何在微博、人际交往等应用渠道中做出适合的选择、如何在所选的渠道中开展促销活动。为此，本文对社会化商务模式创新的渠道选择策略、渠道促销策略进行了探讨。在分析社会化商务参与者行为、用户与应用企业价值创造、提出社会化商务狭义、广义概念的基础上，结合广义评论行为、产品价值理性评价程度、广义虚拟经济理论中的使用价值、虚拟价值等，本文就社会化商务应用企业、用户所组成的社会经济复杂系统，运用基于主体的计算实验方法构建了营销领域的社会化商务应用模型，开展了社会化商务模式创新的渠道策略研究。基于社会化商务应用计算实验基本模型的研究侧重从社会化商务应用的基本影响因素的层次进行分析；基于社会化商务应用计算实验扩展模型的研究则侧重从评价理性学习等层次进行探讨。

结合计算实验结果，本文认为企业可采用选择有影响力用户中倾向高估或能比较理性评估产品价值的所占比例较高的渠道、优先选择评价学习低保守程度者在倾向低估的有影响力用户中比例较高的渠道等有利于提升销量的社会化商务渠道选择策略；企业还可采用多种渠道促销策略，包括适当面向不同细分市场增设有影响力企业主体、实行差异化传播的主动策略，可着重向聚集情形较突出的有影响力用户传播信息，应挖掘、构建产品的多方面虚拟价值、面向不同细分市场传播虚拟价值差异化的产品价值信息等。本文还认为，企业可采用结合用户活动规律、北斗卫星系统等定位系统、与现实场景协同的社会化商务模式和相应的渠道促销策略，可以应用在复杂性科学、系统科学研究方法的支持下结合广义评论行为等互联网社会化活动、结合应用渠道特性、关注各参与者价值的社会化商务模式创新基本策略。

关键词：社会化商务；商务模式创新；渠道策略；计算实验

Abstract

For the decreasing economy growth rate, low growth rate of demand and more intense competition become the serious challenges of companies in many industries. Social commerce which has the advantages of huge users, low cost and high efficiency is one of what the companies should focus on in business model innovation. The adopter of social commerce often needs to decide how to select suitable social commerce channel and how to promote sales in the channel. This dissertation analyses channel selection strategy and channel promotion strategy in social commerce-based business model innovation. First, the dissertation describes the behavior of participants, value creation in social commerce and proposes a generalized definition and a definition in a limited sense of social commerce. Then this dissertation builds the Social Commerce Application Model in Marketing (SCM) with the methodology of agent-based computational experiment and the perspective of use value, virtual value in generalized virtual economy theory and generalized comment, the level of rational valuation. The basic Social Commerce Application Model in Marketing focuses on analysing channel strategy with the perspective of basic factors in social commerce. The extended model focuses on analysing with the perspective of the learning of rational valuation and so on.

Some social commerce channel selection strategies in marketing are suggested for increasing sale amount. They include that company can select the channel which the proportion of influential clients of tending to estimate rationally or overestimate product value is higher, and etc. And many social commerce channel promotion strategies are suggested. Those include that company can establish influential users actively for different niche markets, diffuse value information towards the influential users which have more gather action, and etc. This dissertation develops the social commerce-based business model and

channel promotion strategy with the synergy of real circumstance. The social commerce-based business model could work with the activity laws of user and satellite positioning systems. Finally, the dissertation makes a proposition of social commerce-based business model innovation basic strategy: explores business model with the methodology of complexity science such as agent-based computational experiment, explores business model with the objective of increasing participants' value, integrates business model with the features of social commerce channels and the features of social activity in Internet such as generalized comment.

Keywords: Social Commerce; Business Model Innovation; Channel Strategy; Computational Experiment

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