

2010年10月2日 ビジネスモデル学会10周年記念大会 基調講演

「ビジネスモデル研究の俯瞰と 学会10年の総括」

ビジネスモデル学会

会長 松島克守

(一般社団法人 俯瞰工学研究所 代表)

会長からご挨拶

ビジネスモデル学会はサイバースペースに生まれた本格的な学会です。これ自体が新しいビジネスモデルの提案です。

異領域のプロフェッショナルの知の交流の場です。広いナレッジマネジメントの機構です。プロフェッショナルが自己を磨き上げる場です。人は、どの領域でも、「慣れる」、「学ぶ」、「磨く」と、成長します。プロフェッショナルは自己を「磨く」ことではじめて「達人」の域に到達できます。多彩な才能が融合し、新しい「知」を創造する場です。異なる領域、時間と空間が離れた知識が出会い融合するとき創造という現象が起きます。

社会、企業、技術、政策の変革を起動する場です。産・官・学の知が協創し新しい日本の21世紀ビジョンを提案していく場を目指します。

プロフェッショナルの自己実現の場です。組織でご活躍ですが、個人としての自己実現を目指すのがプロフェッショナルです。個人の主張、提言、研究成果、……公開で議論する中でその提言、報告が価値をつけます。

経営実務家と研究者の出会いの場です。

インターネットビジネス大学院です。

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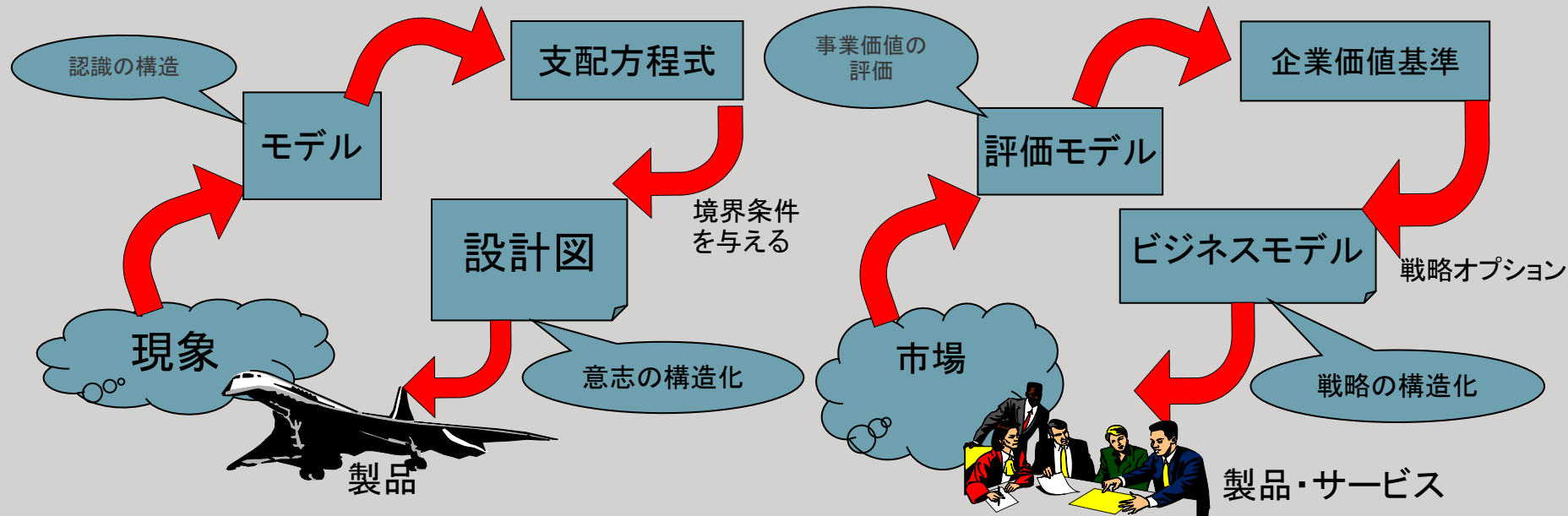
総会、理事会、論文査読、会費収集等の機能をネットワーク上で行う為には様々な課題が山積しています。定款はその中間回答です。まずこれを実践的に解決するのが最初の研究テーマです。

趣旨にご賛同の多くの方々のご参加を求めます。

2000年10月1日

ビジネスモデルの工学的研究

- ビジネスは設計(デザイン)されるものである。
- その設計図がビジネスモデルである。
- ビジネスモデルとはビジネスの設計図である。



“21世紀型製造業のビジネスモデル”

日本機械学会誌, Vol.104 No.992 pp.88-98 2001

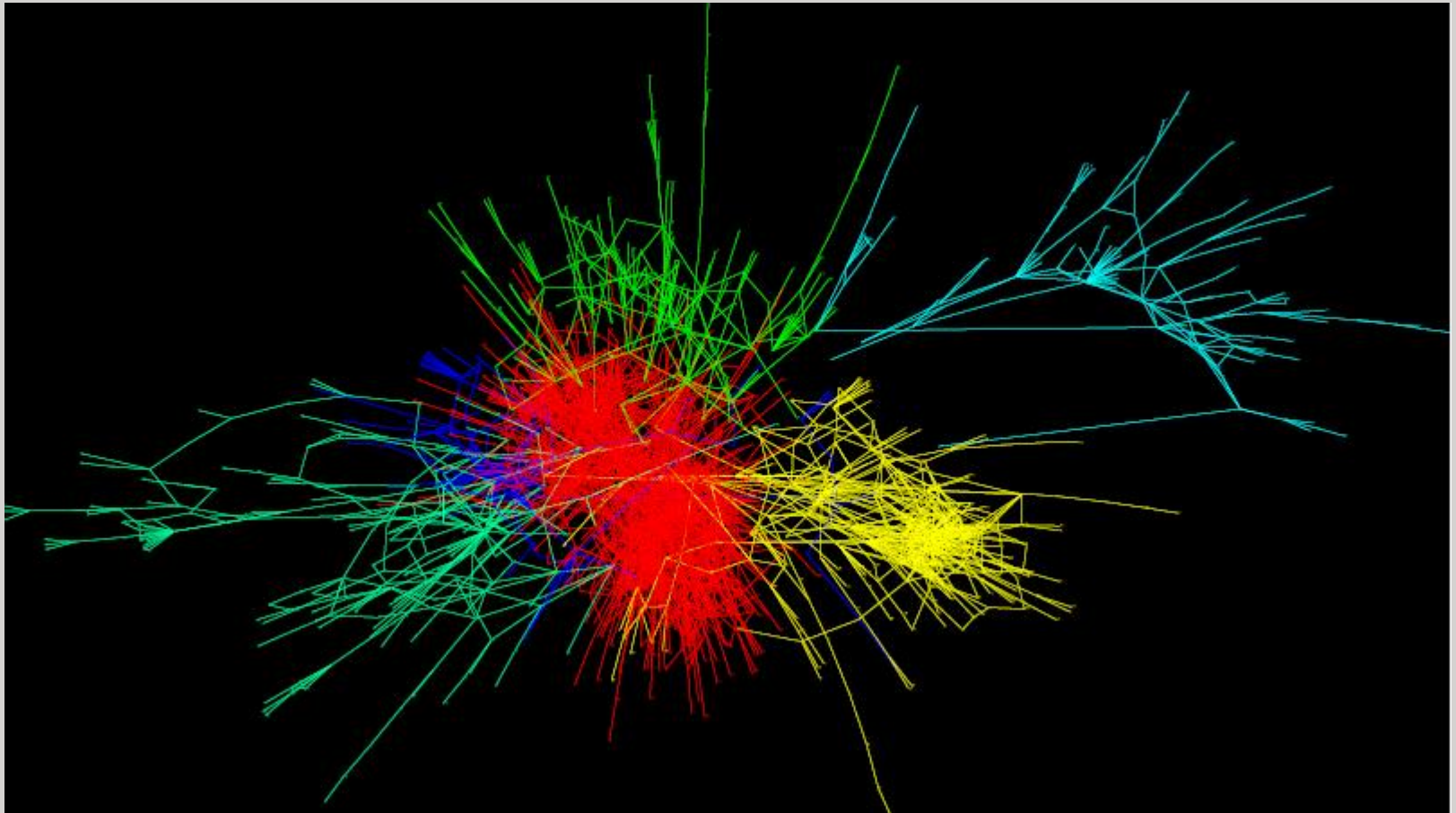
図3 工学モデルとビジネスモデル

ビジネスモデルの工学的設計

- **基本設計**は、戦略レベルであり、収益性を評価基準とする経営資源と企業活動のグローバル配置である。商品企画、ソーシング、生産、販売、サービスの各機能をどこで、どのように展開するかである。収益性は直接的利益と同時に、各市場の成長性とリスクを組入れたものである。ソーシングは技術、モノ、金、人材を含む。
- **詳細設計**は、基本設計のビジネスモデルをビジネスプロセスとして詳細に定義していくことになるが、このときIT(情報通信技術)の活用を十分に検討する必要がある。グローバルに経営資源と企業活動を展開するには通信ネットワークやクラウドコンピューティングの積極的な活用は必須である。
- **生産設計**はビジネスプロセスを、組織とワークフロー、予算配分に落とし込むと同時に、情報システムとし実装することである。情報システムは企業の神経網であり、これなしにビジネスモデルは生きたものにならない。特にグローバルに成長する高速移動通信網は従来不可能であった実装を低コストで可能にする。

ビジネスモデル研究の俯瞰図

総論文数 10672 1980-2010 ISIデータベース

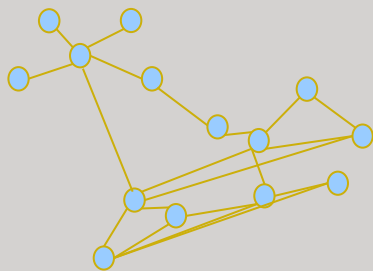
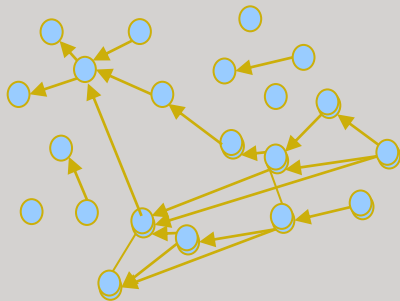


ネットワーク分析を用いた学術俯瞰

データベースからの文献
の書誌情報の入手



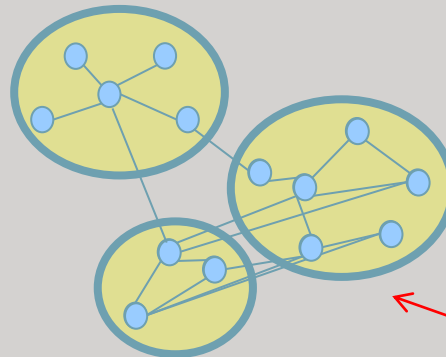
引用ネットワーク分析



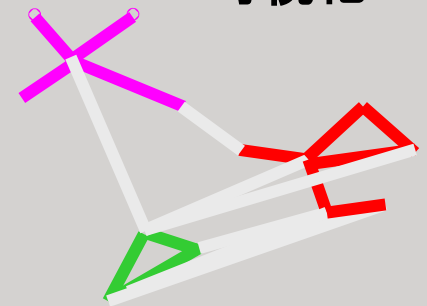
最大連結成分の抽出



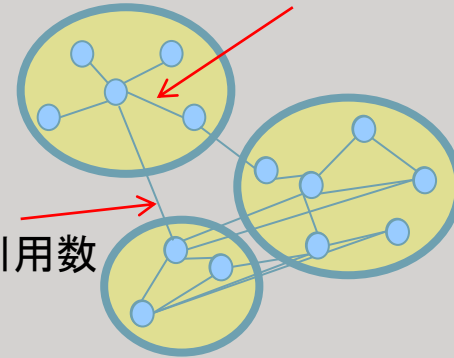
クラスタリングと研究内容分析



可視化



クラスター内の引用数
グループ内での影響力

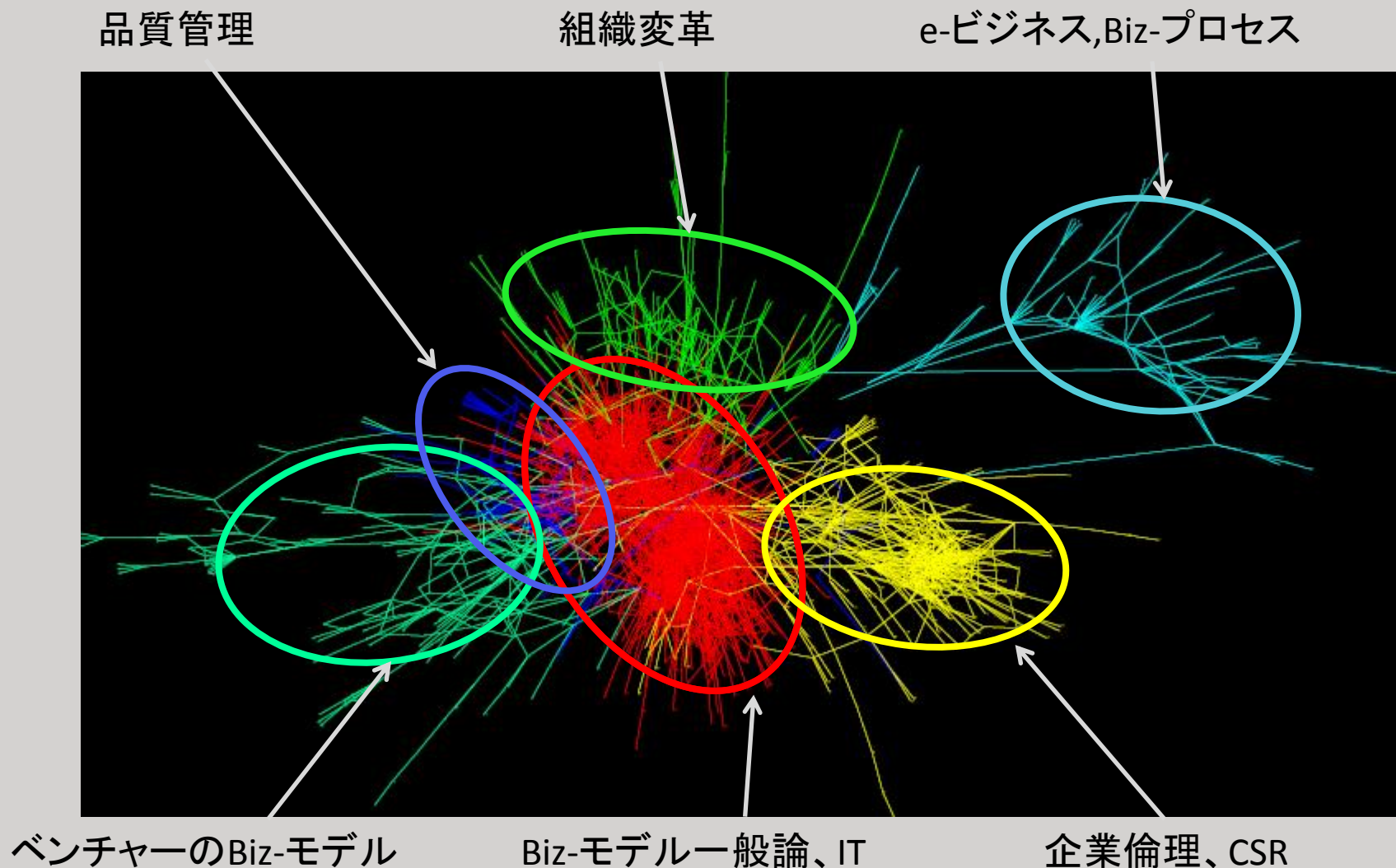


クラスター全体の引用数
分野内での影響力

論文群の研究分野の同定

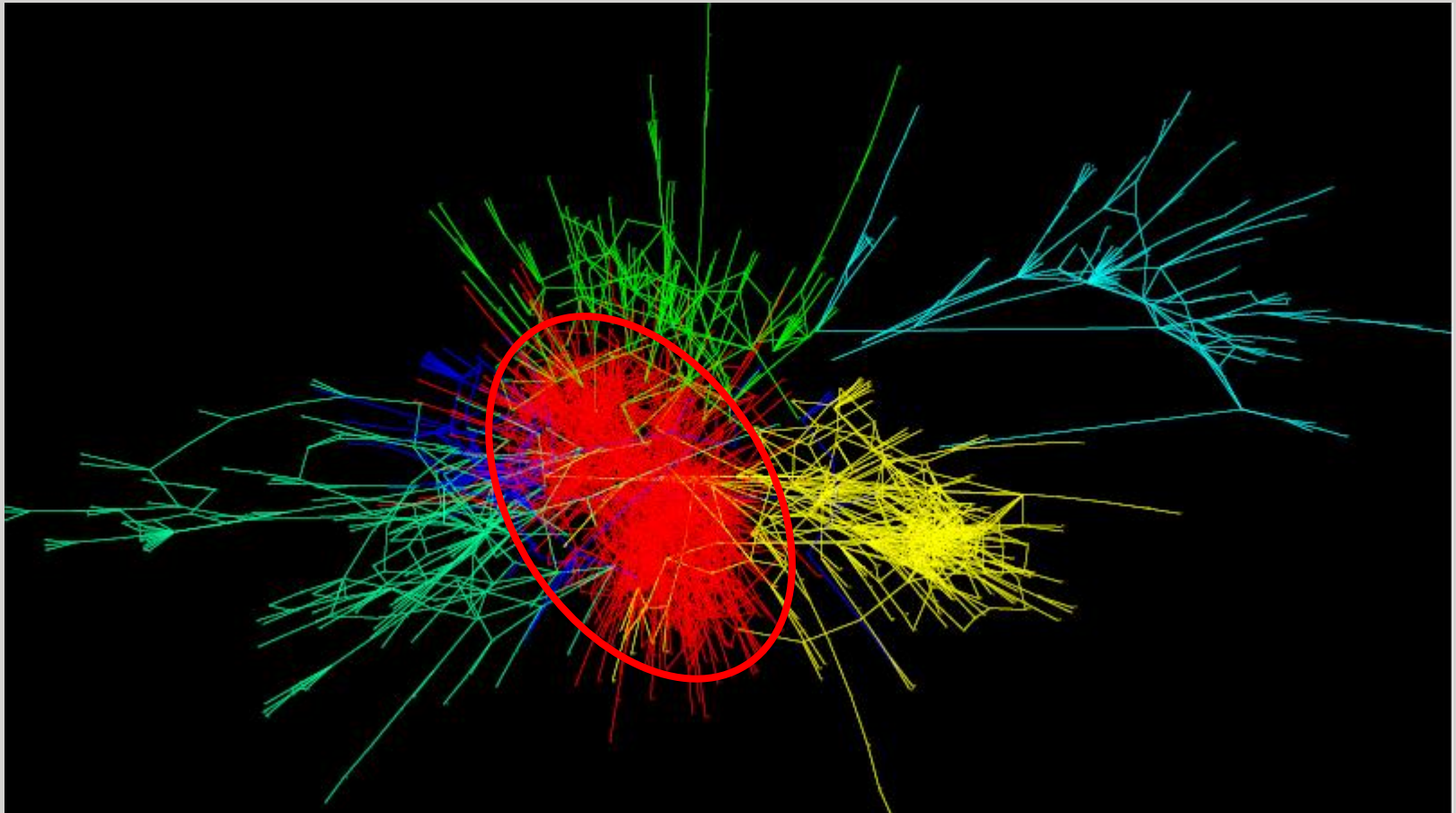
ビジネスモデル研究の俯瞰図

総論文数 10672 1980-2010 ISIデータベース



ビジネスモデル研究の俯瞰図

総論文数 10672 1980-2010 ISIデータベース



全体から被引用数1－10位の論文(R)

- THE CORNERSTONES OF COMPETITIVE ADVANTAGE - A RESOURCE-BASED VIEW
- MARKET ORIENTATION - ANTECEDENTS AND CONSEQUENCES
- CUSTOMER SATISFACTION, MARKET SHARE, AND PROFITABILITY - FINDINGS FROM SWEDEN
- CORPORATE CULTURE, CUSTOMER ORIENTATION, AND INNOVATIVENESS IN JAPANESE FIRMS - A QUADRAD ANALYSIS
- A NATIONAL CUSTOMER SATISFACTION BAROMETER - THE SWEDISH EXPERIENCE
- Putting the enterprise into the enterprise system
- Value creation in e-business
- TECHNOLOGY DIFFUSION AND ORGANIZATIONAL LEARNING - THE CASE OF BUSINESS COMPUTING
- Personal computing acceptance factors in small firms: A structural equation model A
- TAXONOMY OF MANUFACTURING STRATEGIES

全体からの最多被引用論文(R)

THE CORNERSTONES OF COMPETITIVE ADVANTAGE – A RESOURCE-BASED VIEW

著者: PETERAF, MA

掲載ジャーナル: STRATEG MANAGE J 1993

被引用数 1065 クラスター内被引用数 38

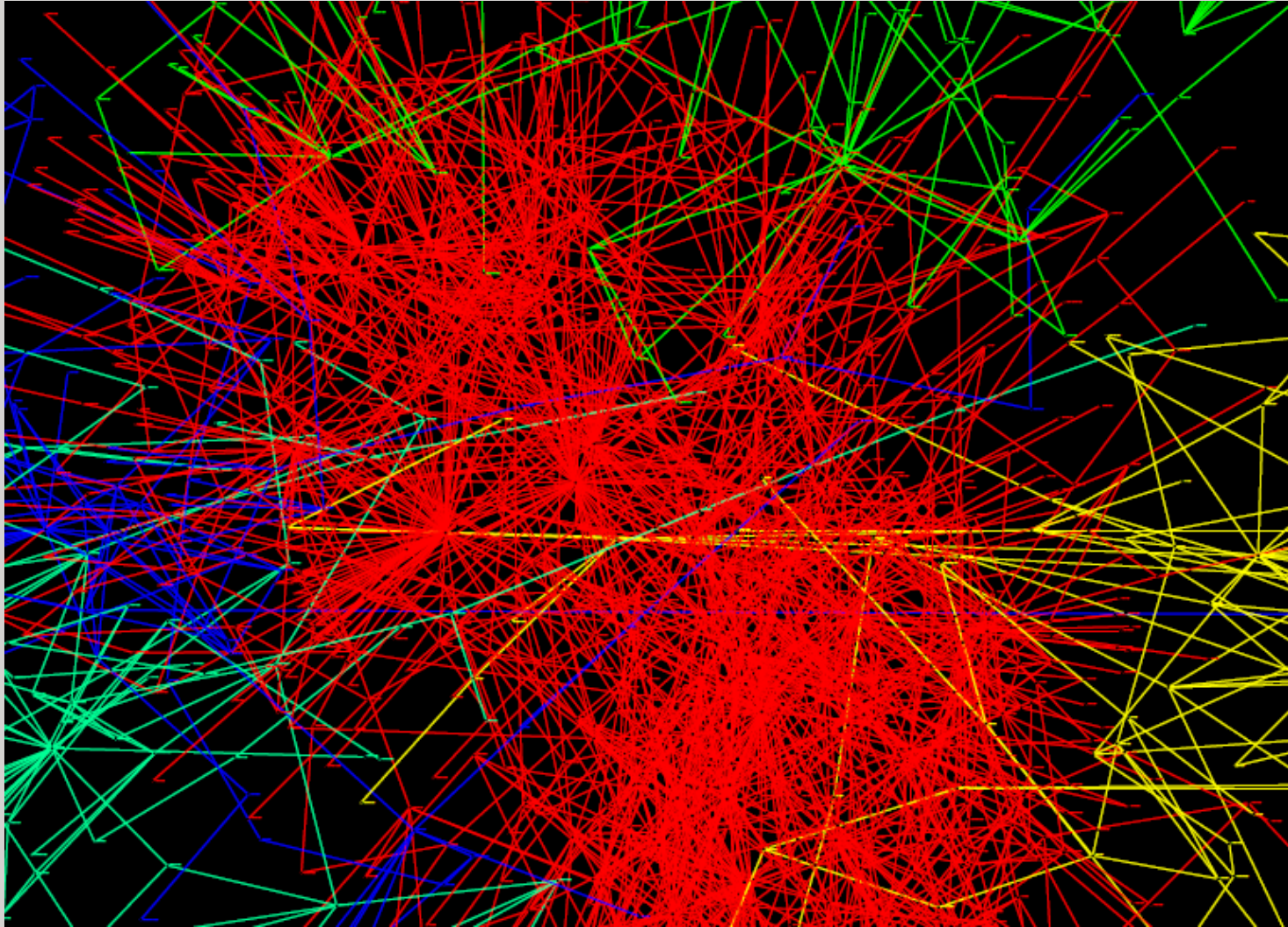
Keywords:

Resources; rents; competitive advantage; single-business strategy; corporate strategy

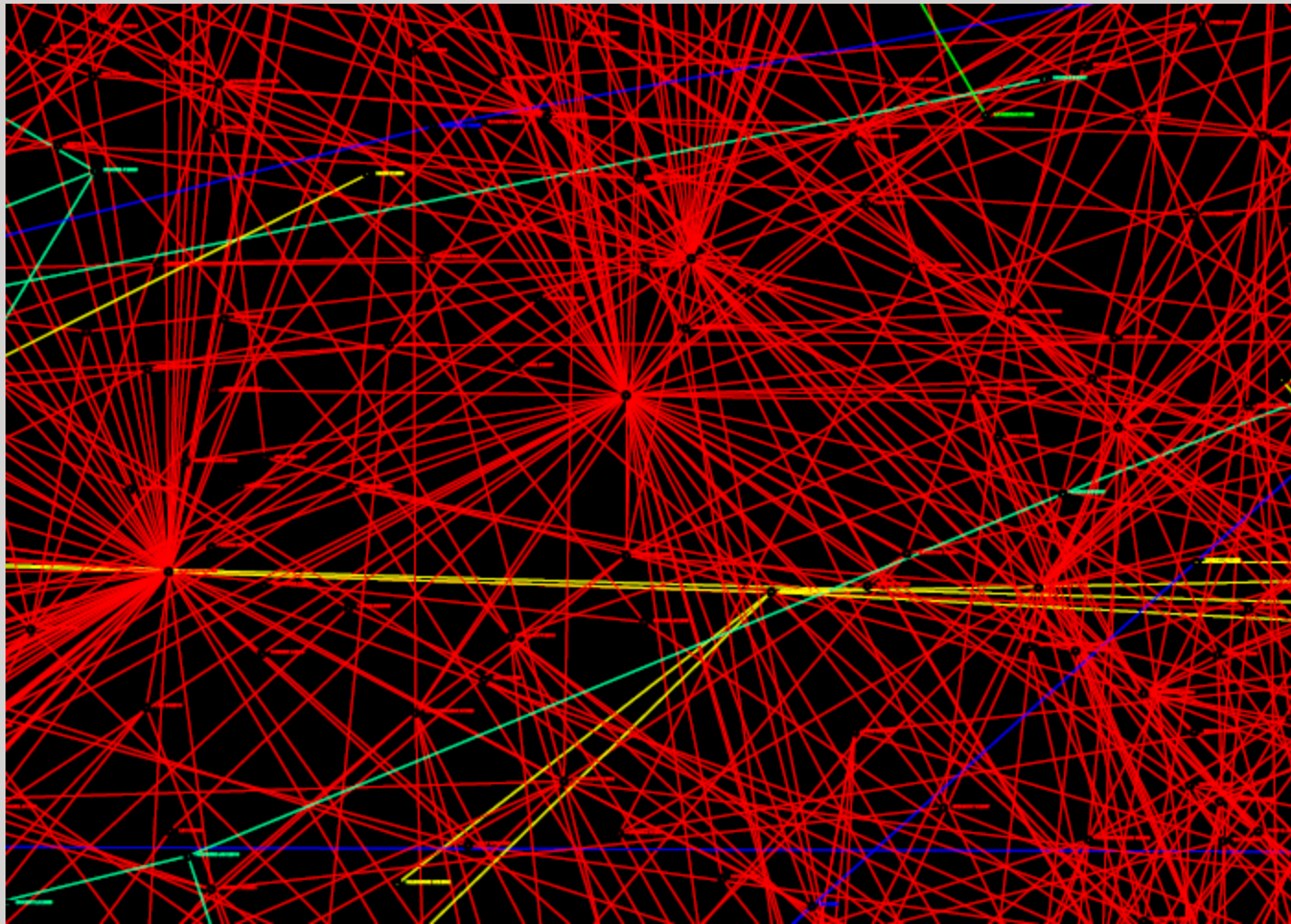
Abstract

This paper elucidates the underlying economics of the resource-based view of competitive advantage and integrates existing perspectives into a parsimonious model of resources and firm performance. The essence of this model is that four conditions underlie sustained competitive advantage, all of which must be met. These include superior resources (heterogeneity within an industry), ex post limits to competition, imperfect resource mobility, and ex ante limits to competition. In the concluding section, applications of the model for both single business strategy and corporate strategy are discussed.

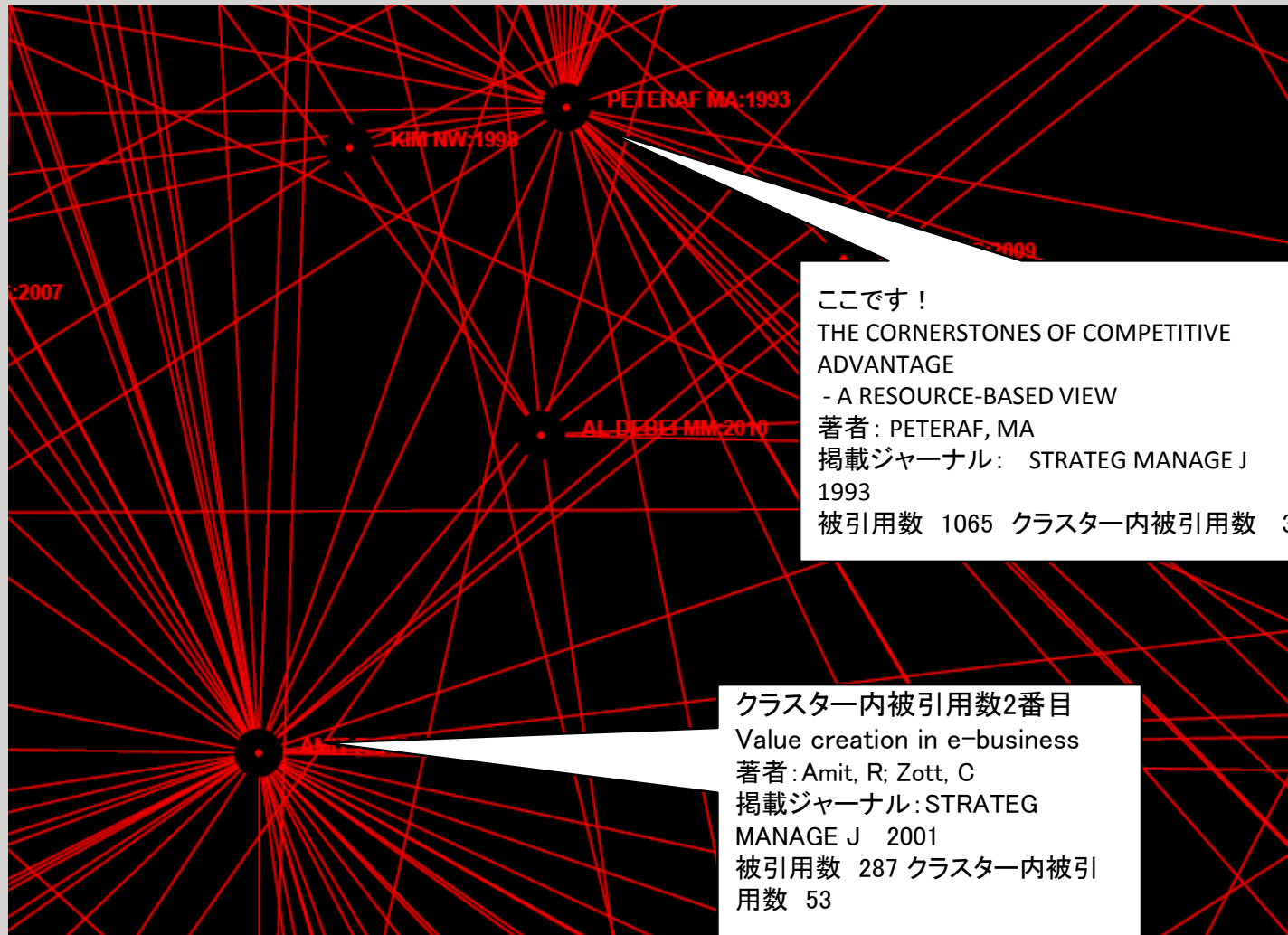
PETERAF, MAは何処に？



PETERAF, MAは何処に？



PETERAF, MAは何処に？



クラスターで2番目の被引用論文(R)

CUSTOMER SATISFACTION, MARKET SHARE,
AND PROFITABILITY – FINDINGS FROM SWEDEN

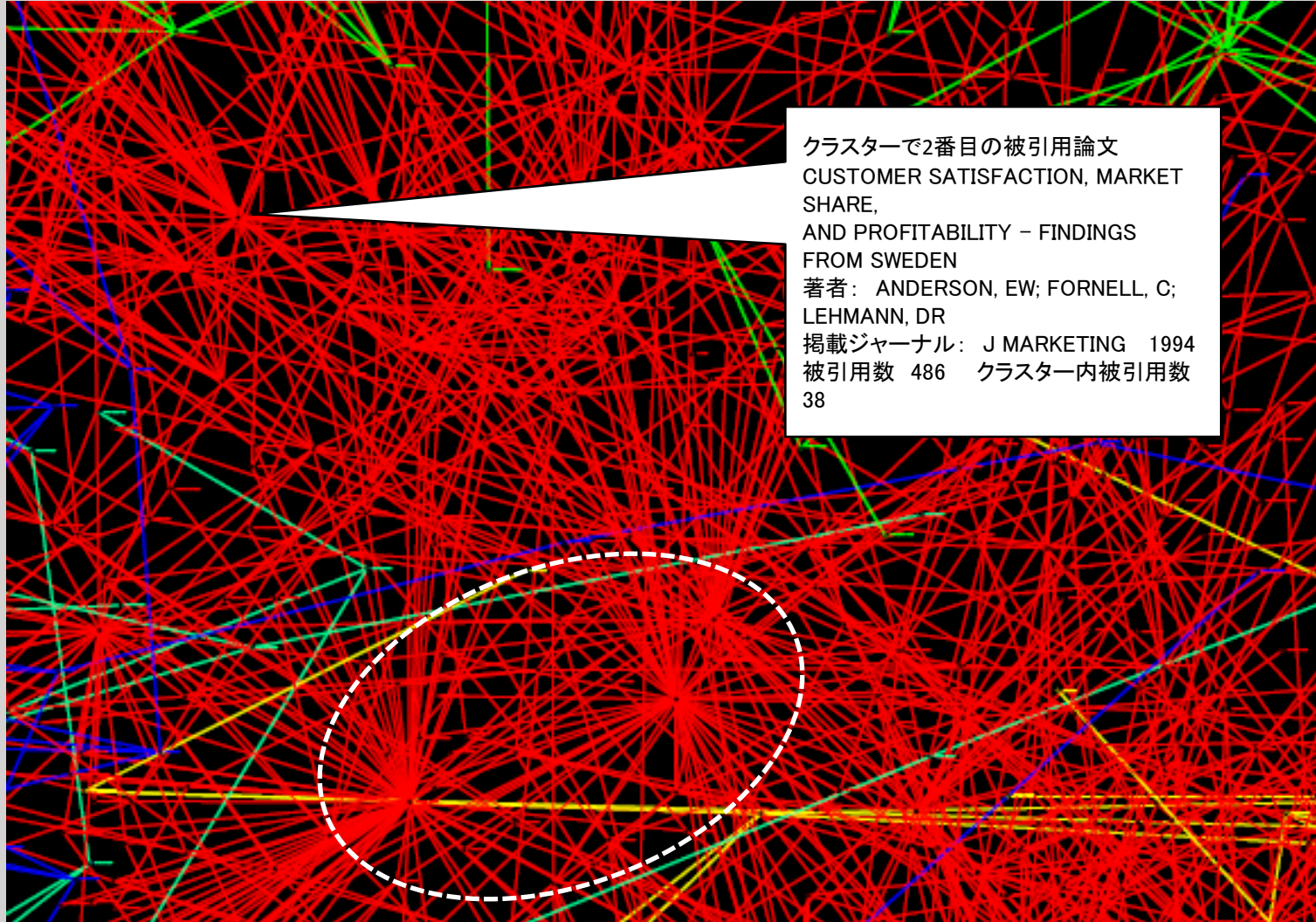
著者: ANDERSON, EW; FORNELL, C; LEHMANN, DR

掲載ジャーナル: J MARKETING 1994

被引用数 486 クラスター内被引用数 38

Are there economic benefits to improving customer satisfaction? Many firms that are frustrated in their efforts to improve quality and customer satisfaction are beginning to question the link between customer satisfaction and economic returns. The authors investigate the nature and strength of this link. They discuss how expectations, quality, and price should affect customer satisfaction and why customer satisfaction, in turn, should affect profitability; this results in a set of hypotheses that are tested using a national customer satisfaction index and traditional accounting measures of economic returns, such as return on investment. The findings support a positive impact of quality on customer satisfaction, and, in turn, profitability. The authors demonstrate the economic benefits of increasing customer satisfaction using both an empirical forecast and a new analytical model. In addition, they discuss why increasing market share actually might lead to lower customer satisfaction and provide preliminary empirical support for this hypothesis. Finally, two new findings emerge: First, the market's expectations of the quality of a firm's output positively affects customers' overall satisfaction with the firm; and second, these expectations are largely rational, albeit with a small adaptive component.

ANDERSON, EW



クラスター内被引用数1－10位の論文(R)

- MARKET ORIENTATION – ANTECEDENTS AND CONSEQUENCES
- Value creation in e-business
- BUSINESS VALUE OF INFORMATION TECHNOLOGY – A STUDY OF ELECTRONIC DATA INTERCHANGE
- THE CORNERSTONES OF COMPETITIVE ADVANTAGE – A RESOURCE-BASED VIEW
- CUSTOMER SATISFACTION, MARKET SHARE, AND PROFITABILITY – FINDINGS FROM SWEDEN
- Executives' perceptions of the business value of information technology: A process-oriented approach
- CORPORATE CULTURE, CUSTOMER ORIENTATION, AND INNOVATIVENESS IN JAPANESE FIRMS – A QUADRAD ANALYSIS
- STRATEGIC ALIGNMENT – LEVERAGING INFORMATION
- TECHNOLOGY FOR TRANSFORMING ORGANIZATIONS TECHNOLOGY DIFFUSION AND ORGANIZATIONAL LEARNING – THE CASE OF BUSINESS COMPUTING
- Putting the enterprise into the enterprise system

クラスター内の被引用が最多論文(R)

MARKET ORIENTATION – ANTECEDENTS AND CONSEQUENCES

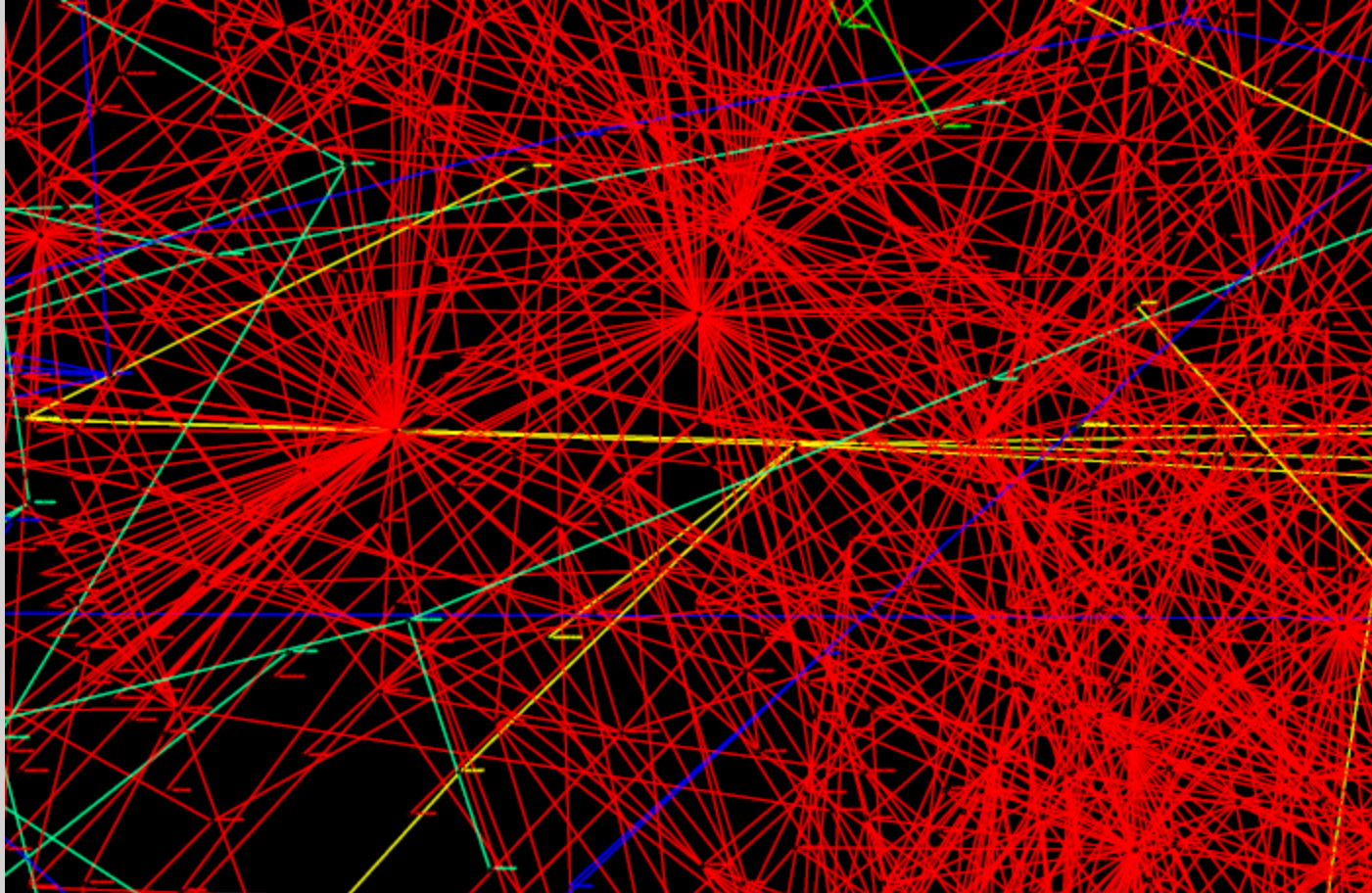
著者: JAWORSKI, BJ; KOHLI, AK

掲載ジャーナル: STRATEG MANAGE J 1993

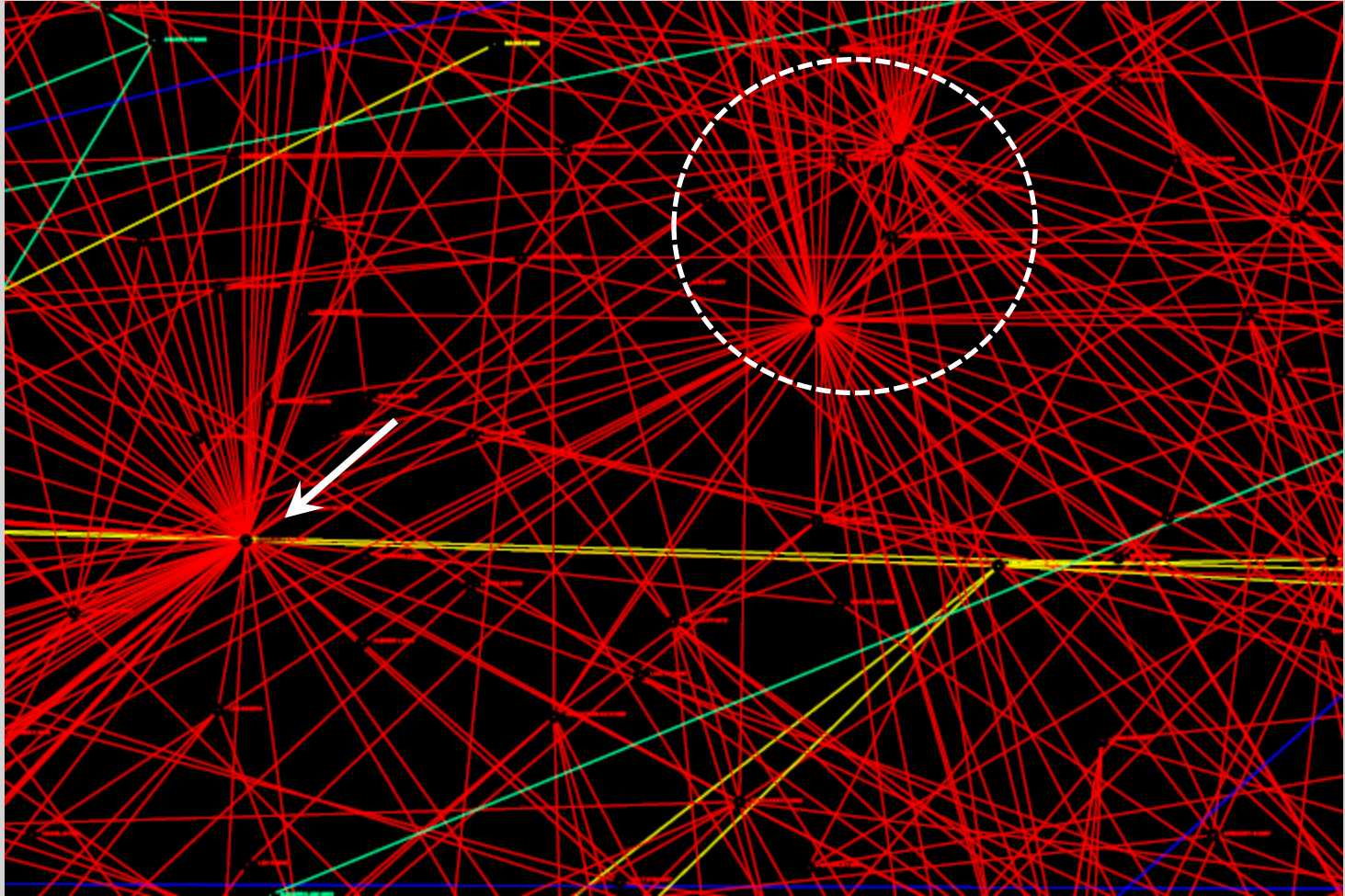
被引用数 859 クラスター内被引用数 72

This research addresses three questions: (1) Why are some organizations more market-oriented than others? (2) What effect does a market orientation have on employees and business performance? (3) Does the linkage between a market orientation and business performance depend on the environmental context? The findings from two national samples suggest that a market orientation is related to top management emphasis on the orientation, risk aversion of top managers, interdepartmental conflict and connectedness, centralization, and reward system orientation. Furthermore, the findings suggest that a market orientation is related to overall (judgmental) business performance (but not market share), employees' organizational commitment, and esprit de corps. Finally, the linkage between a market orientation and performance appears to be robust across environmental contexts that are characterized by varying degrees of market turbulence, competitive intensity, and technological turbulence.

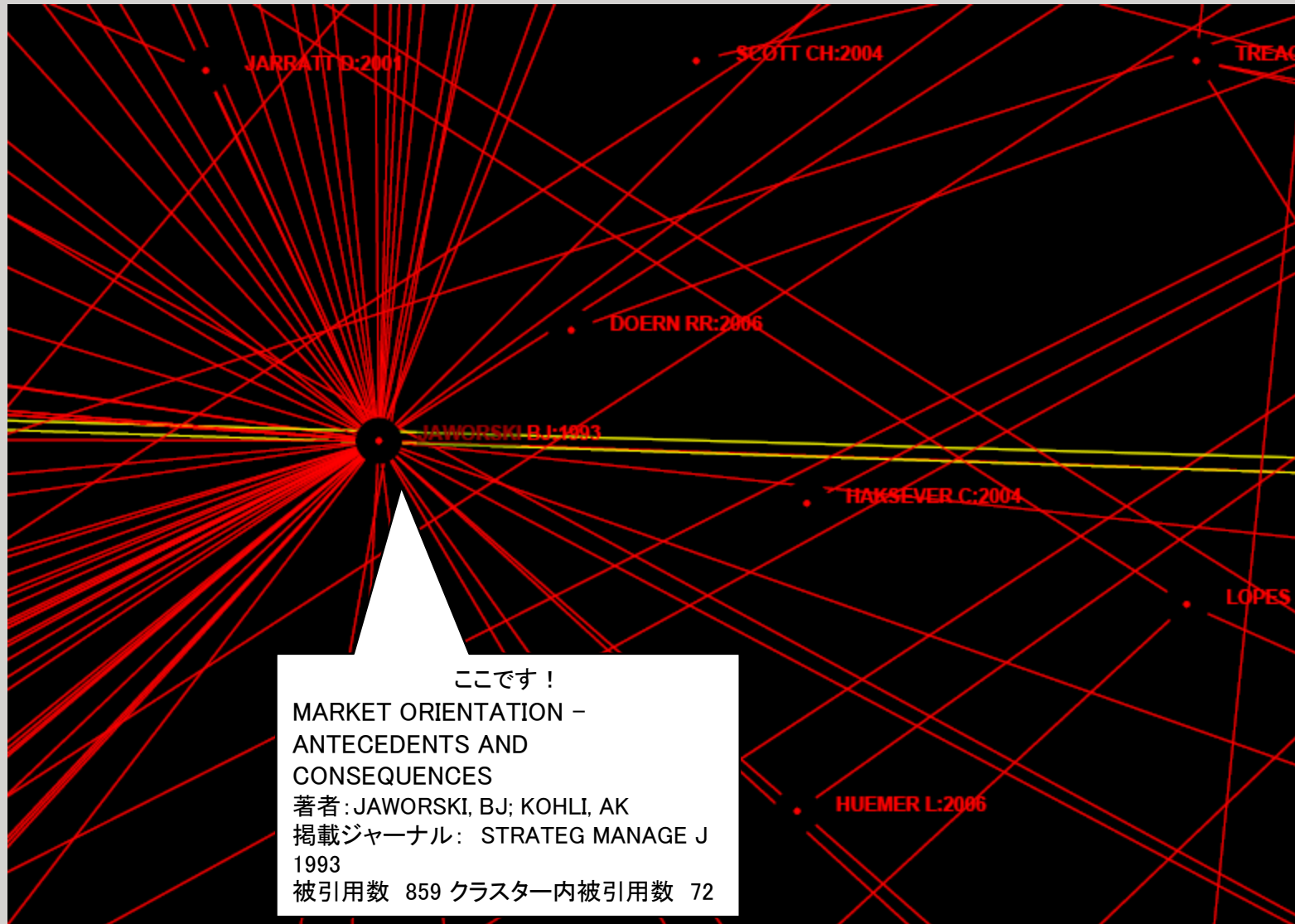
JAWORSKI, BJ; KOHLI, AKは何処？



JAWORSKI, BJ; KOHLI, AKは何処？



JAWORSKIは何処？



クラスター内の被引用が2番目の論文(R)

Value creation in e-business

著者: Amit, R; Zott, C

掲載ジャーナル: STRATEG MANAGE J 2001

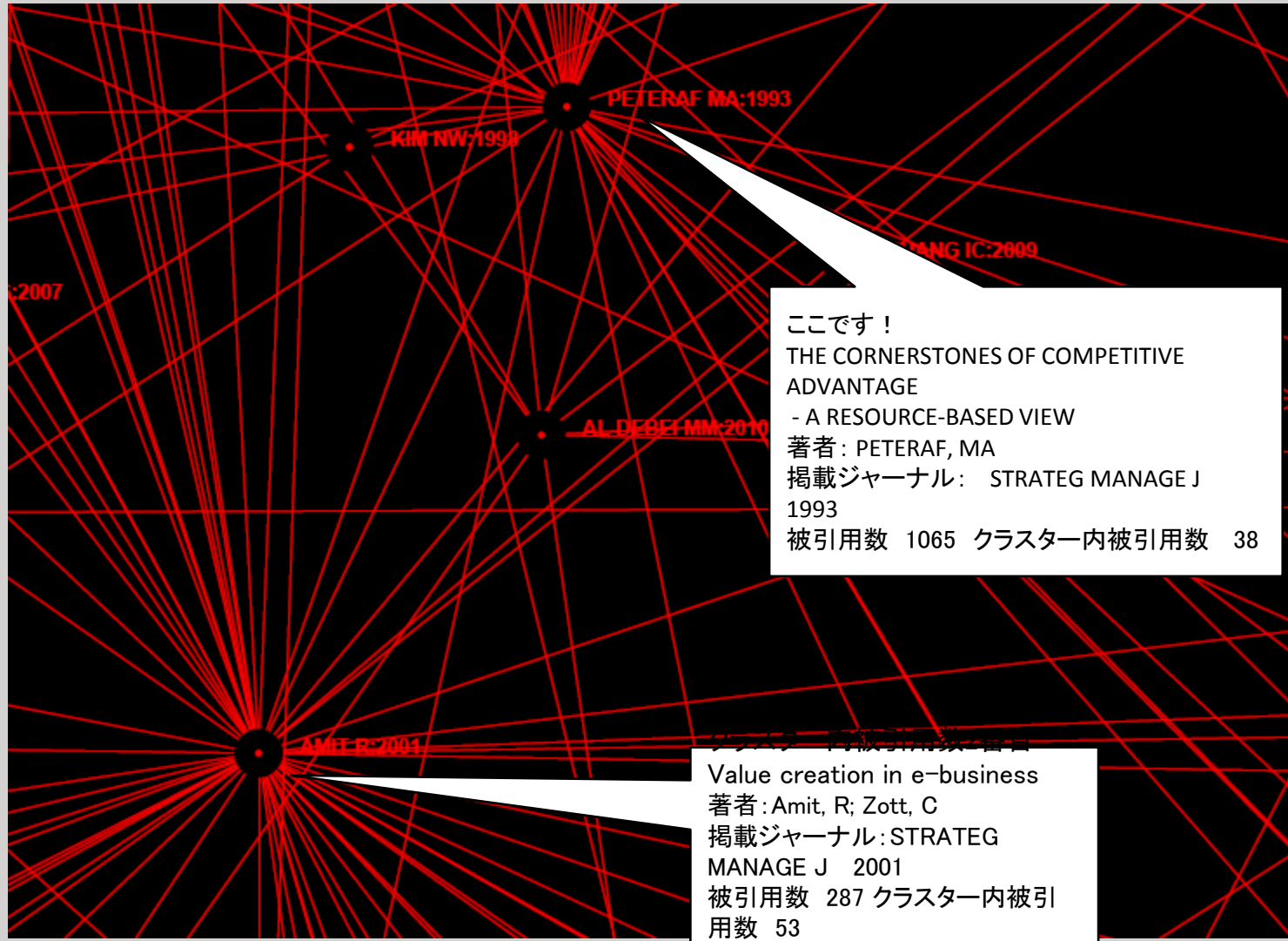
被引用数 287 クラスター内被引用数 53

Keywords: Business value; electronic data interexchange; information technology; inventory cost; transportation cost; information handling cost;

Abstract

We explore the theoretical foundations of value creation in e-business by examining how 59 American and European e-businesses that have recently become publicly traded corporations create value. We observe that in e-business new value can be created by the ways in which transactions are enabled. Grounded in the rich data obtained from case study analyses and in the received theory in entrepreneurship and strategic management, we develop a model of the sources of value creation. The model suggests that the value creation potential of e-businesses hinges on four interdependent dimensions, namely: efficiency, complementarities, lock-in, and novelty. Our findings suggest that no single entrepreneurship or strategic management theory can fully explain the value creation potential of e-business. Rather, an integration of the received theoretical perspectives on value creation is needed. To enable such an integration, we offer the business model construct as a unit of analysis for future research on value creation in e-business. A business model depicts the design of transaction content, structure, and governance so as to create value through the exploitation of business opportunities. We propose that a firm's business model is an important focus of innovation and a crucial source of value creation for the firm and its suppliers, partners, and customers. Copyright (C) 2001 John Wiley & Sons, Ltd.

PETERAF, MAは何処に？



クラスター内の被引用が3番目の論文(R)

BUSINESS VALUE OF INFORMATION TECHNOLOGY – A STUDY OF ELECTRONIC DATA INTERCHANGE

著者: MUKHOPADHYAY, T; KEKRE, S; KALATHUR, S

掲載ジャーナル: MIS QUART 1995

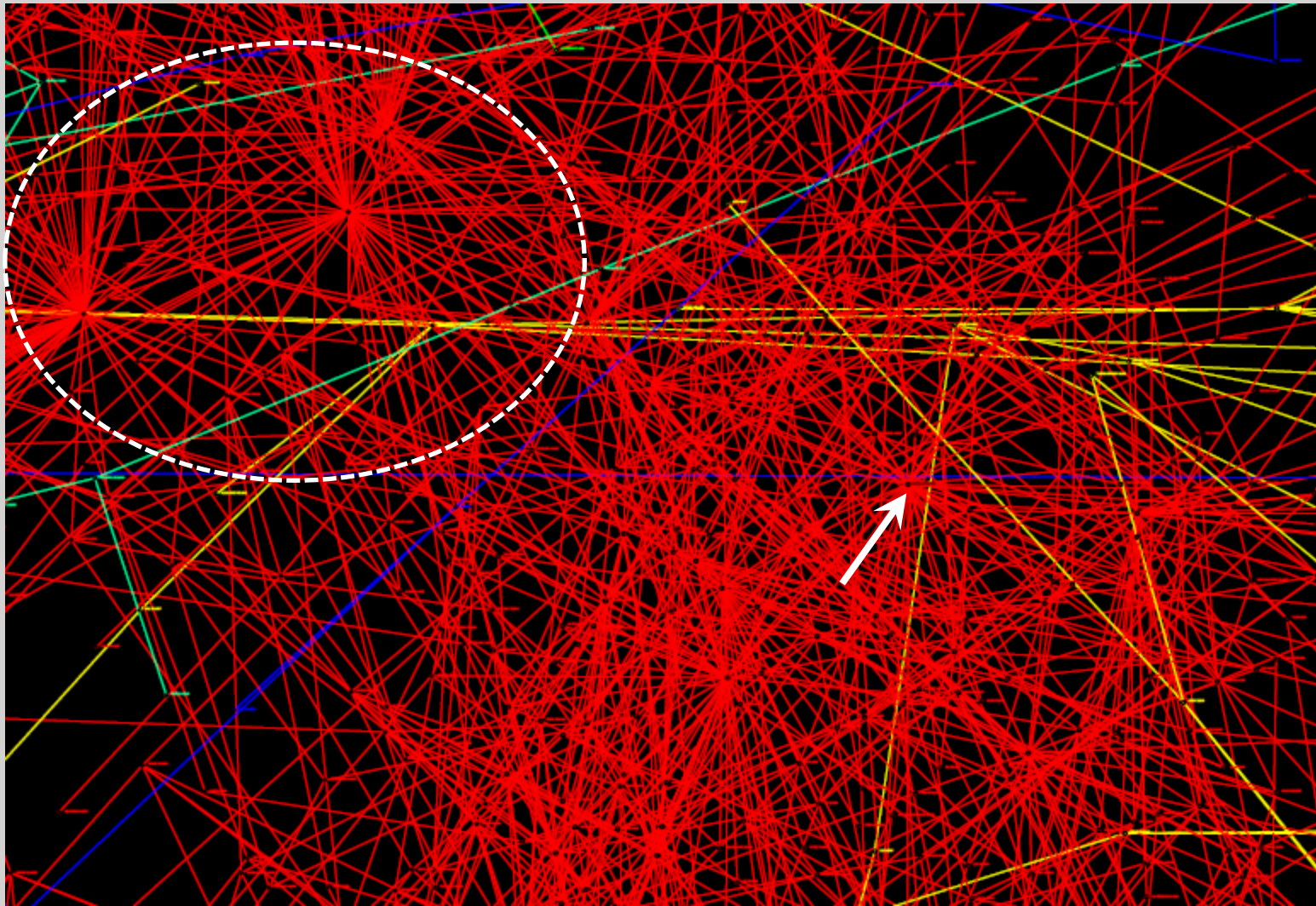
被引用数 213 クラスター内被引用数 42

Keywords: value creation; e-business; business model

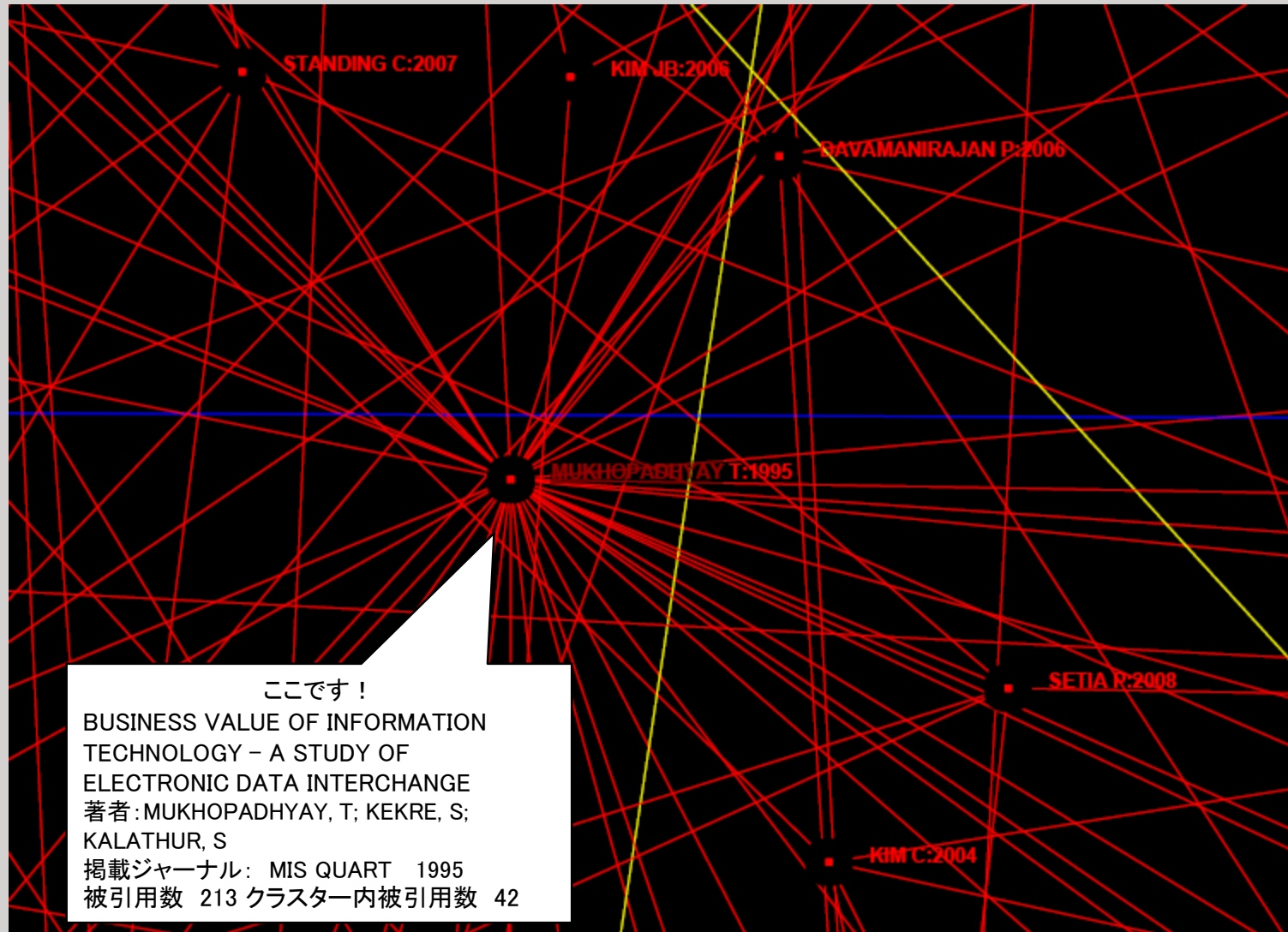
Abstract

A great deal of controversy exists about the impact of information technology on firm performance. While some authors have reported positive impacts, others have found negative or no impacts. This study focuses on Electronic Data Interchange (EDI) technology. Many of the problems in this line of research are overcome in this study by conducting a careful analysis of the performance data of the past decade gathered from the assembly centers of Chrysler Corporation. This study estimates the dollar benefits of improved information exchanges between Chrysler and its suppliers that result from using EDI. After controlling for variations in operational complexity arising from mix, volume, parts complexity, model, and engineering changes, the savings per vehicle that result from improved information exchanges are estimated to be about \$60. Including the additional savings from electronic document preparation and transmission, the total benefits of EDI per vehicle amount to over \$100. System wide, this translates to annual savings of \$220 million for the company.

MUKHOPADHYAY ?

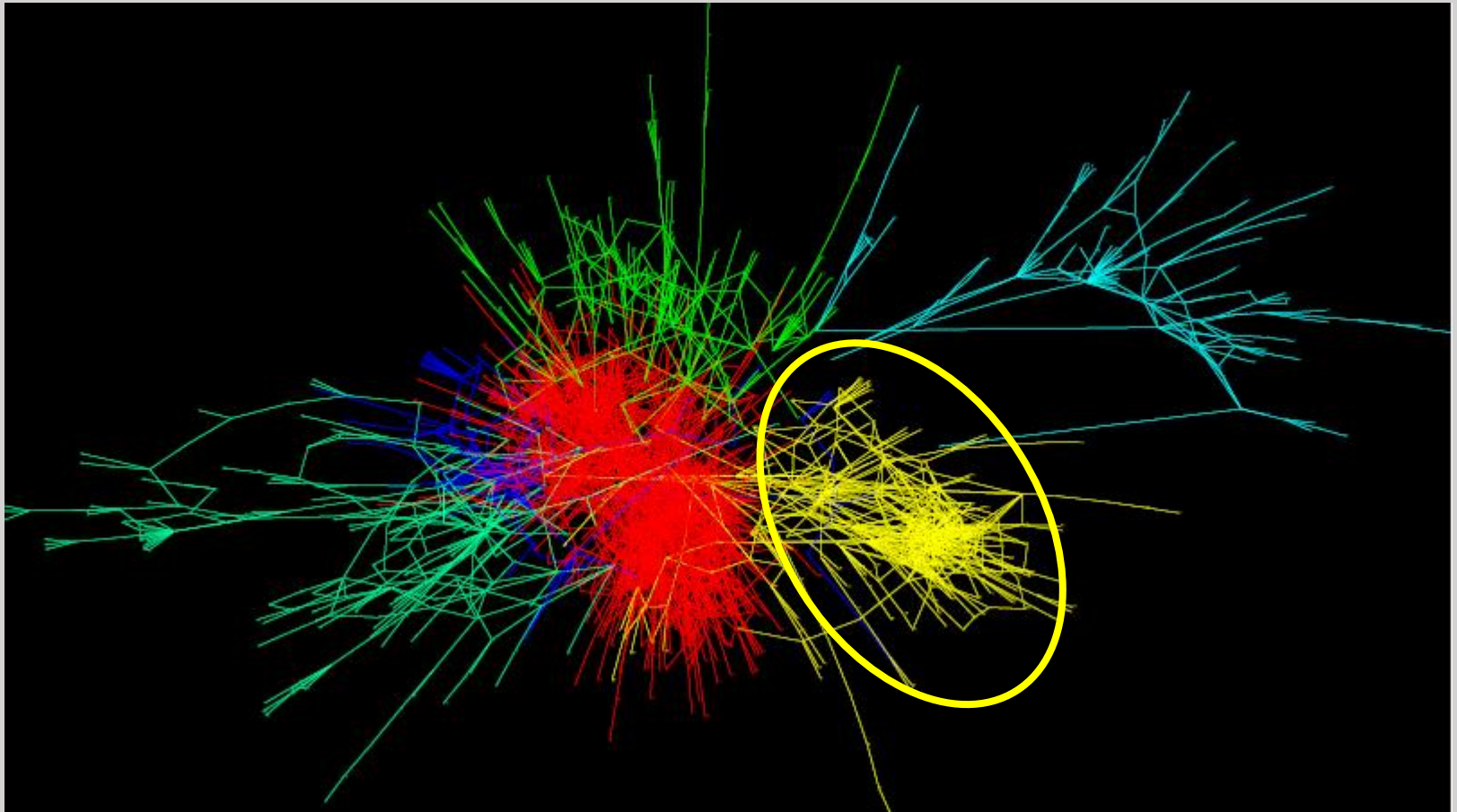


MUKHOPADHYAY ?



ビジネスモデル研究の俯瞰図

総論文数 10672 1980-2010 ISIデータベース



全体から被引用数1－10位の論文(Y)

- TOWARD A UNIFIED CONCEPTION OF BUSINESS
- ETHICS - INTEGRATIVE SOCIAL CONTRACTS THEORY ETHICAL DECISION-MAKING - A REVIEW OF THE EMPIRICAL LITERATURE
- Hedonic and utilitarian motivations for online retail shopping behavior
- The structure of optimal trust: Moral and strategic implications
- Relationships and unethical behavior: A social network perspective
- A multivariate analysis of Web usage
- SOCIALLY RESPONSIBLE ORGANIZATIONAL BUYING - ENVIRONMENTAL CONCERN AS A NONECONOMIC BUYING CRITERION
- Gianxi versus the market: Ethics and efficiency
- Sanctioning systems, decision frames, and cooperation
- AN INTEGRATIVE MODEL FOR UNDERSTANDING AND MANAGING ETHICAL BEHAVIOR IN BUSINESS ORGANIZATIONS

クラスター内被引用数1－10位の論文(Y)

- ETHICAL DECISION-MAKING - A REVIEW OF THE EMPIRICAL LITERATURE
- AN INTEGRATIVE MODEL FOR UNDERSTANDING AND MANAGING ETHICAL BEHAVIOR IN BUSINESS ORGANIZATIONS
- TOWARD A UNIFIED CONCEPTION OF BUSINESS ETHICS - INTEGRATIVE SOCIAL CONTRACTS THEORY
- ADDRESSING A THEORETICAL
- A JANUS-HEADED MODEL OF ETHICAL THEORY - LOOKING 2 WAYS AT BUSINESS SOCIETY ISSUES
- Relationships and unethical behavior: A social network perspective
- Antecedents, consequences, and mediating effects of perceived moral intensity and personal moral philosophies
- Toward an integrative theory of business and society: A research strategy for corporate social performance
- Religiosity, ethical ideology, and intentions to report a peer's wrongdoing
- ETHICAL DECISION-MAKING IN BUSINESS - BEHAVIORAL ISSUES AND CONCERNS

クラスター内で最多被引用論文(Y)

ETHICAL DECISION-MAKING – A REVIEW OF THE EMPIRICAL LITERATURE

著者: FORD, RC; RICHARDSON, WD

掲載ジャーナル: J BUS ETHICS 1994

被引用数 189 クラスター内被引用数 33

Keywords:

Abstract

The authors review the empirical literature in order to assess which variables are postulated as influencing ethical beliefs and decision making. The variables are divided into those unique to the individual decision maker and those considered situational in nature. Variables related to an individual decision maker examined in this review are nationality, religion, sex, age, education, employment, and personality. Situation specific variables examined in this review are referent groups, rewards and sanctions, codes of conduct, type of ethical conflict, organization effects, industry, and business competitiveness. The review identifies the variables that have been empirically tested in an effort to uncover what is known and what we need to know about the variables that are hypothesized as determinants of ethical decision behavior. to high growth.

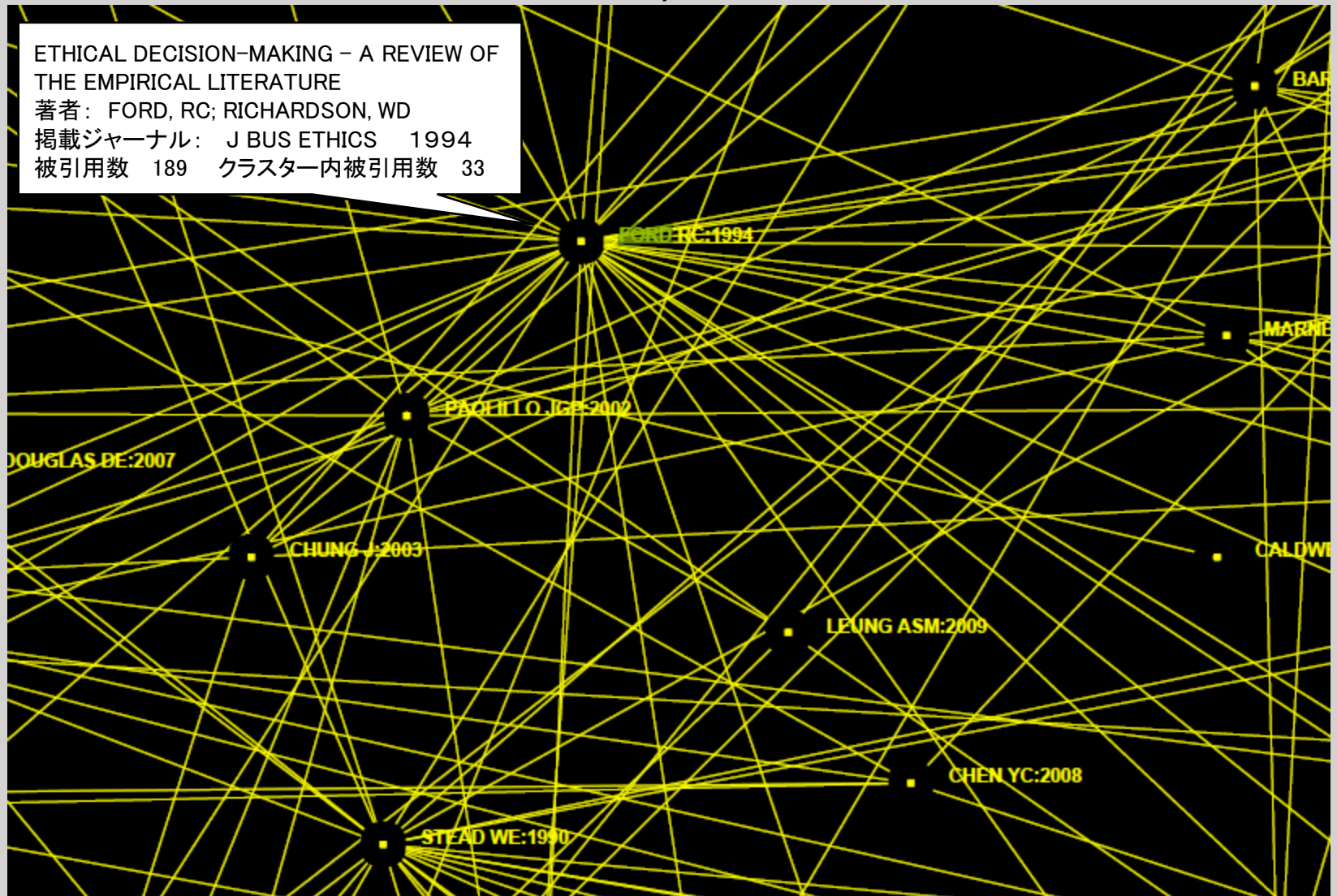
FORD, RC ?

ETHICAL DECISION-MAKING – A REVIEW OF
THE EMPIRICAL LITERATURE

著者: FORD, RC; RICHARDSON, WD

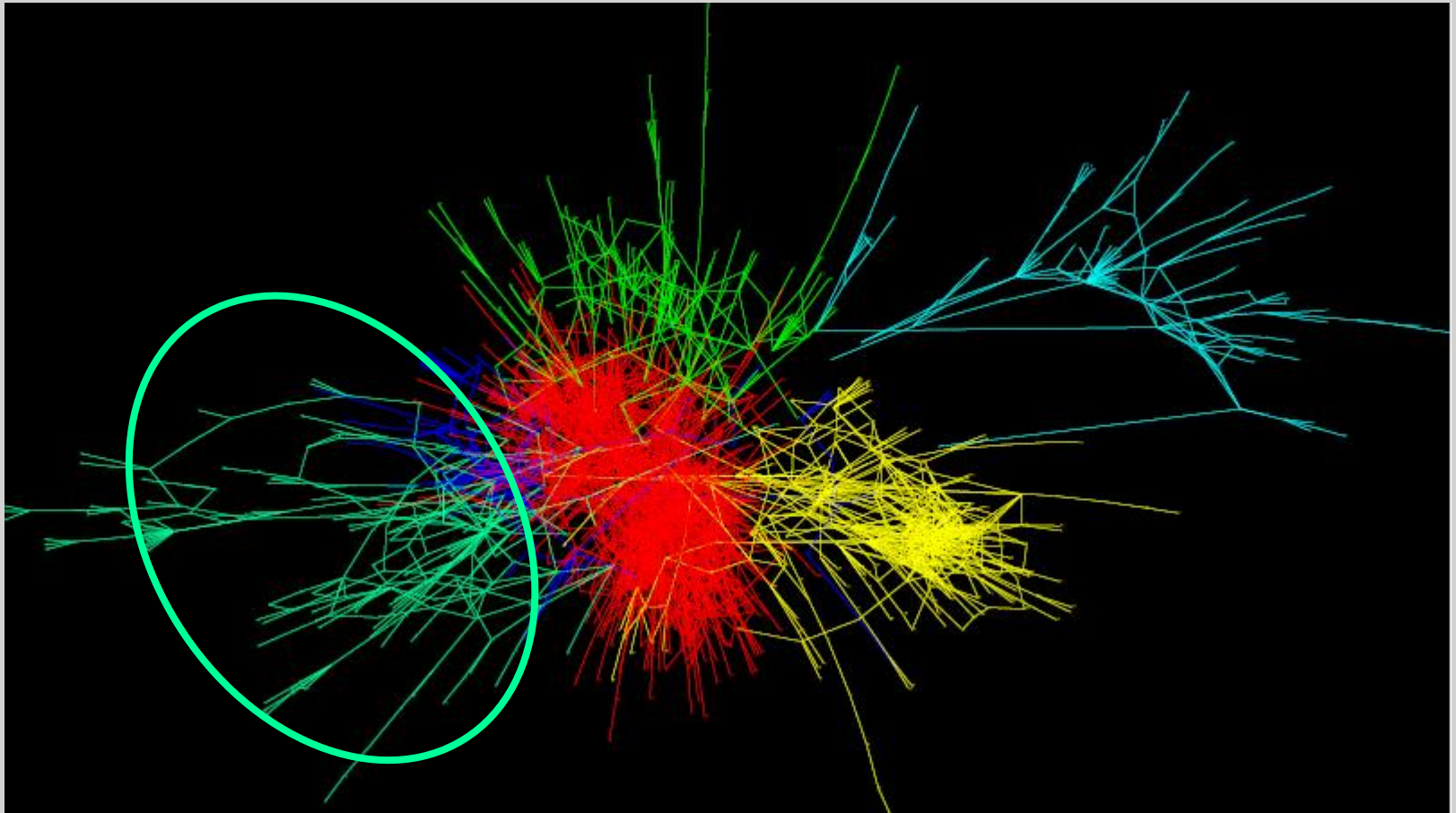
掲載ジャーナル: J BUS ETHICS 1994

被引用数 189 クラスター内被引用数 33



ビジネスモデル研究の俯瞰図

総論文数 10672 1980-2010 ISIデータベース



全体から被引用数1－10位の論文(YG)

- INITIAL HUMAN AND FINANCIAL CAPITAL AS PREDICTORS OF NEW VENTURE PERFORMANCE
- Information production and capital allocation: Decentralized versus hierarchical firms
- A theory of entrepreneurial opportunity identification and development
- Does entrepreneurial self-efficacy distinguish entrepreneurs from managers?
- Are business startups debt-rationed?
- Exploring start-up event sequences
- Linking two dimensions of entrepreneurial orientation to firm performance: The moderating role of environment and industry life cycle
- Competing models of entrepreneurial intentions
- A unified systems perspective of family firm performance
- Entrepreneurial orientation and small business performance: a onfigurational approach

クラスター内被引用数1－10位の論文(YG)

- INITIAL HUMAN AND FINANCIAL CAPITAL AS PREDICTORS OF NEW VENTURE PERFORMANCE
- Are business startups debt-rationed?
- A PROCESS MODEL OF ENTREPRENEURIAL VENTURE CREATION
- A NONFINANCIAL BUSINESS SUCCESS VERSUS FAILURE PREDICTION MODEL FOR YOUNG FIRMS
- Exploring start-up event sequences
- A unified systems perspective of family firm performance
- Collateral versus project screening: a model of lazy banks
- The impact of the family and the business on family business sustainability
- Israeli women entrepreneurs: An examination of factors affecting performance
- A theory of entrepreneurial opportunity identification and development

全体及びクラスターで最多被引用論文(YG)

INITIAL HUMAN AND FINANCIAL CAPITAL AS PREDICTORS OF NEW VENTURE PERFORMANCE

著者: COOPER, AC; GIMENOGASCON, FJ; WOO, CY

掲載ジャーナル: J BUS VENTURING 1994

被引用数 185 クラスター内被引用数 19

Keywords:

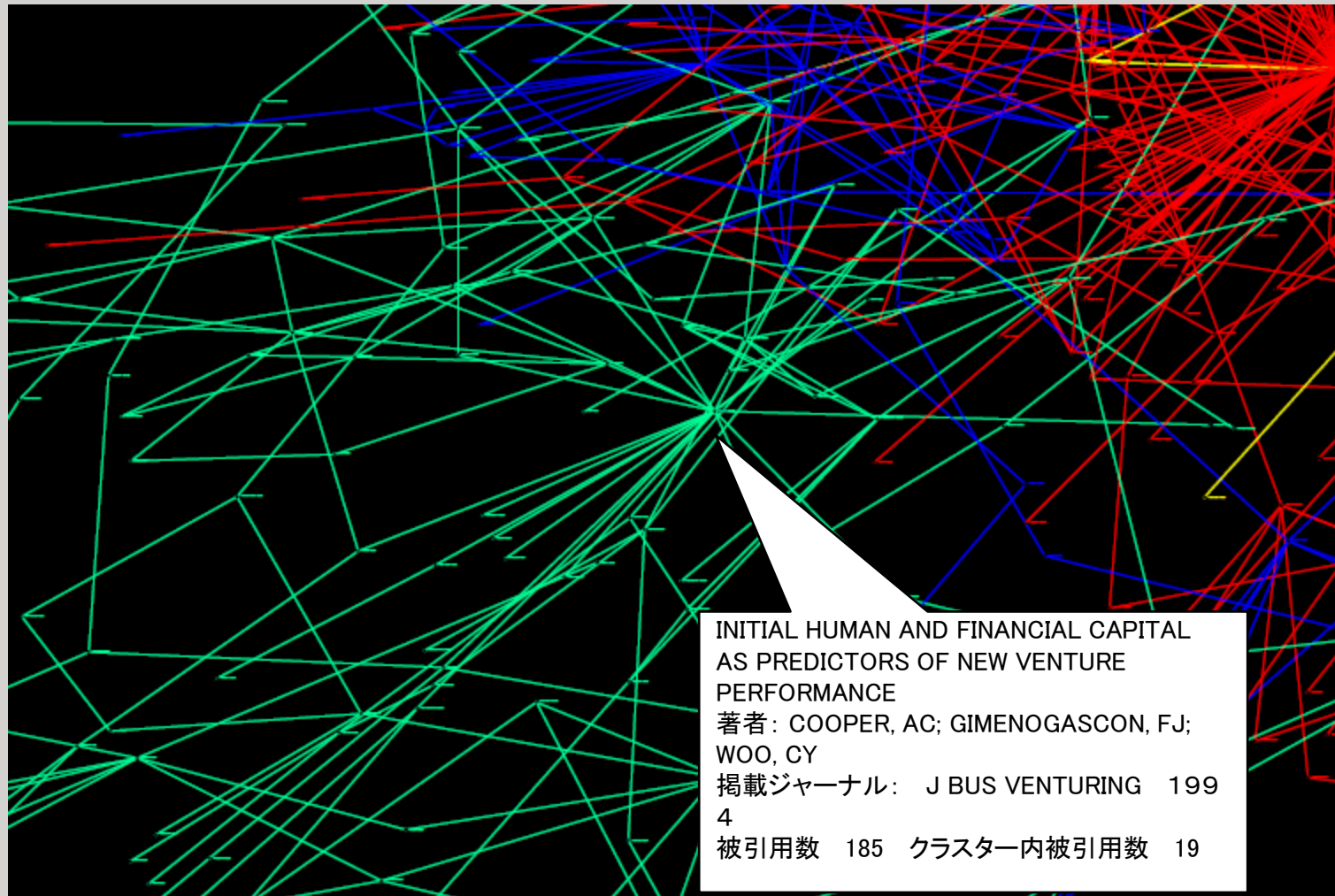
Abstract

This research seeks to predict the performance of new ventures based on factors that can be observed at the time of start-up. Indicators of initial human and financial capital are considered to determine how they bear upon the probability of three possible performance outcomes: (1) failure, (2) marginal survival, or (3) high growth. Four categories of initial human and financial capital are examined. General human capital, represented here by the entrepreneur's education, gender, and race, may reflect the extent to which the entrepreneur has had the opportunity to develop relevant skills and contacts. Management know-how, embodied in the entrepreneur or available through advisors or partners, reflects management-specific skills and knowledge, without regard to the kind of business. Industry-specific know-how reflects specific experience in similar businesses. Financial capital is one of the most visible resources; it can create a buffer against random shocks and allow the pursuit of more capital-intensive strategies, which are better protected from imitation. The study utilizes a longitudinal study of 1053 new ventures, representative of all industry sectors and geographical regions. The research departs from most previous studies in considering different measures of performance (marginal survival and growth) and in considering explicitly whether the factors contributing to marginal survival differ from those contributing to high growth.

全体及びクラスターで最多被引用論文(続)

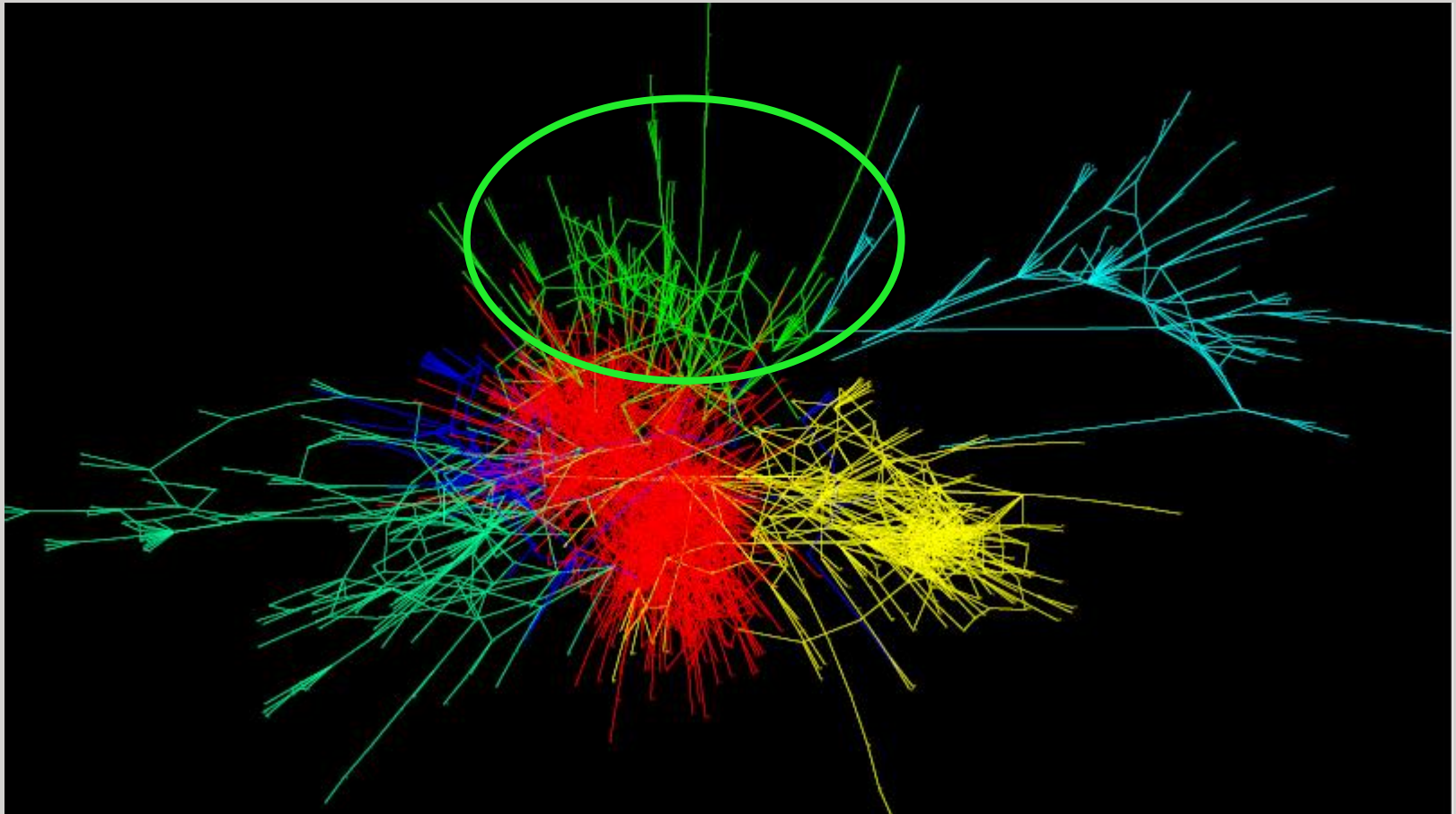
It was found that measures of general human capital influenced both survival and growth (except for gender, with women-owned ventures being less likely to grow, but just as likely to survive). Management know-how variables had more limited impact. Having parents who had owned a business contributed to marginal survival, but not to growth. Number of partners contributed to growth but not to survival. Management level, prior employment in non-profit organizations or not having been in the labor force, and the use of professional advisors did not have significant effects. Industry-specific know-how contributed to both survival and growth. Amount of initial financial capital also contributed to both. The usefulness of the model is enhanced by the fact that the resource variables considered are relatively easy to assess and all can be considered at the time of start-up. Although some of the human capital variables cannot easily be changed, the benefits or risks associated with each can be assessed. In some cases, potential problems can be identified so that plans can be modified to improve prospects. Overall it appears that, using a model based upon the initial human and financial capital of the venture, it is possible to predict the performance of new ventures with some degree of confidence.

COOPER, AC



ビジネスモデル研究の俯瞰図

総論文数 10672 1980-2010 ISIデータベース



全体から被引用数1－10位の論文(G)

- Institutional transitions and strategic choices
- Proactive corporate environmental strategy and the development of competitively valuable organizational capabilities
- Managerial interpretations and organizational context as predictors of corporate choice of environmental strategy
- The GMS: A broad conceptualization of global marketing strategy and its effect on firm performance
- Geographic scope, product diversification, and the corporate performance of Japanese firms
- Corporate political strategy formulation: A model of approach, participation, and strategy decisions
- The strategic impact of external networks: Subsidiary performance and competence development in the multinational corporation
- COEVOLUTION OF CAPABILITIES AND INDUSTRY - THE EVOLUTION OF MUTUAL FUND PROCESSING
- The phenomenon of early internationalizing firms: what do we know after a decade (1993-2003) of scientific inquiry?
- Trust transfer on the World Wide Web

クラスター内被引用数1－10位の論文(G)

- Proactive corporate environmental strategy and the development of competitively valuable organizational capabilities
- Business networks and cooperation in international business relationships
- Institutional transitions and strategic choices
- The GMS: A broad conceptualization of global marketing strategy and its effect on firm performance
- Corporate political strategy formulation: A model of approach, participation, and strategy decisions
- Managerial interpretations and organizational context as predictors of corporate choice of environmental strategy
- Creating value through mutual commitment to business network relationships
- Seeing the big picture: The influence of industry, diversification, and business strategy on performance
- A conceptual model and study of cross-cultural business relationships
- The role of interpersonal liking in building trust in long-term channel relationships

全体で最多被引用論文(G)

Institutional transitions and strategic choices

著者: Peng, MW

掲載ジャーナル: ACAD MANAGE REV 2003

被引用数 207 クラスター内被引用数 8

Abstract

How do organizations make strategic choices during the time of fundamental institutional transitions such as those sweeping numerous emerging economies? To answer this question, a two-phase model of institutional transitions is developed in this article. I focus on the longitudinal process to move from a relationship-based, personalized transaction structure calling for a network-centered strategy to a rule-based, impersonal exchange regime suggesting a market-centered strategy. I then identify the points of inflection; predict strategic choices for incumbent, entrepreneurial, and foreign firms; and delineate their performance implications.

クラスター内で最多被引用論文(G)

Proactive corporate environmental strategy and the development of competitively valuable organizational capabilities

著者: Sharma, S; Vredenburg, H

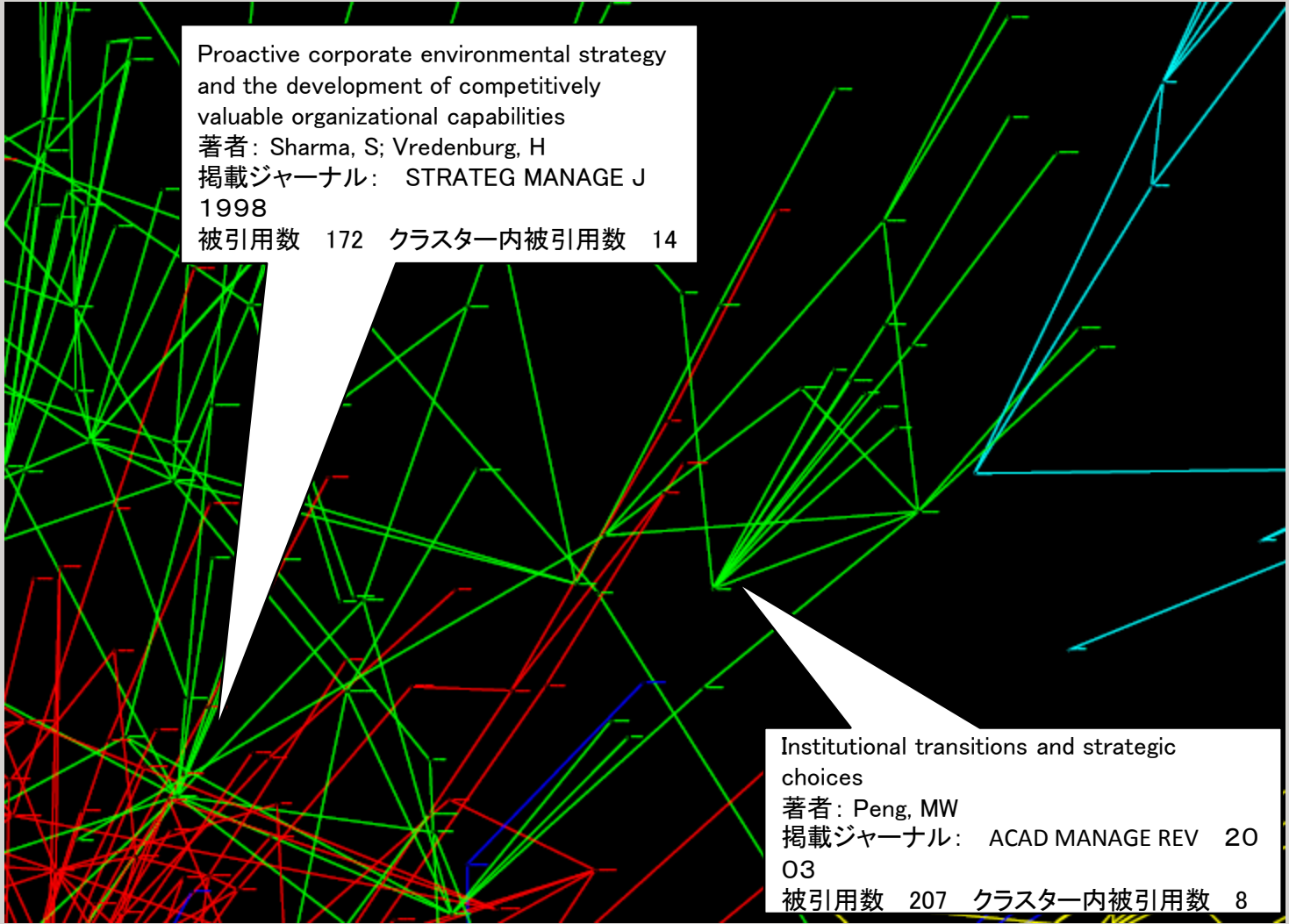
掲載ジャーナル: STRATEG MANAGE J 1998

被引用数 172 クラスター内被引用数 14

Abstract

This article presents the results of a study conducted in two phases within a single industry context. The first phase involved comparative case studies to ground the applicability of the resource-based view of the firm within the domain of environmental responsiveness. The second phase involved testing the relationships observed during the case studies through a mail survey. It was found that strategies of proactive responsiveness to the uncertainties inherent at the interface between the business and ecological issues were associated with the emergence of unique organizational capabilities. These capabilities, in turn, were seen to have implications for firm competitiveness.

Peng.MWと Sharma



Proactive corporate environmental strategy
and the development of competitively
valuable organizational capabilities

著者: Sharma, S; Vredenburg, H

掲載ジャーナル: STRATEG MANAGE J

1998

被引用数 172 クラスター内被引用数 14

Institutional transitions and strategic
choices

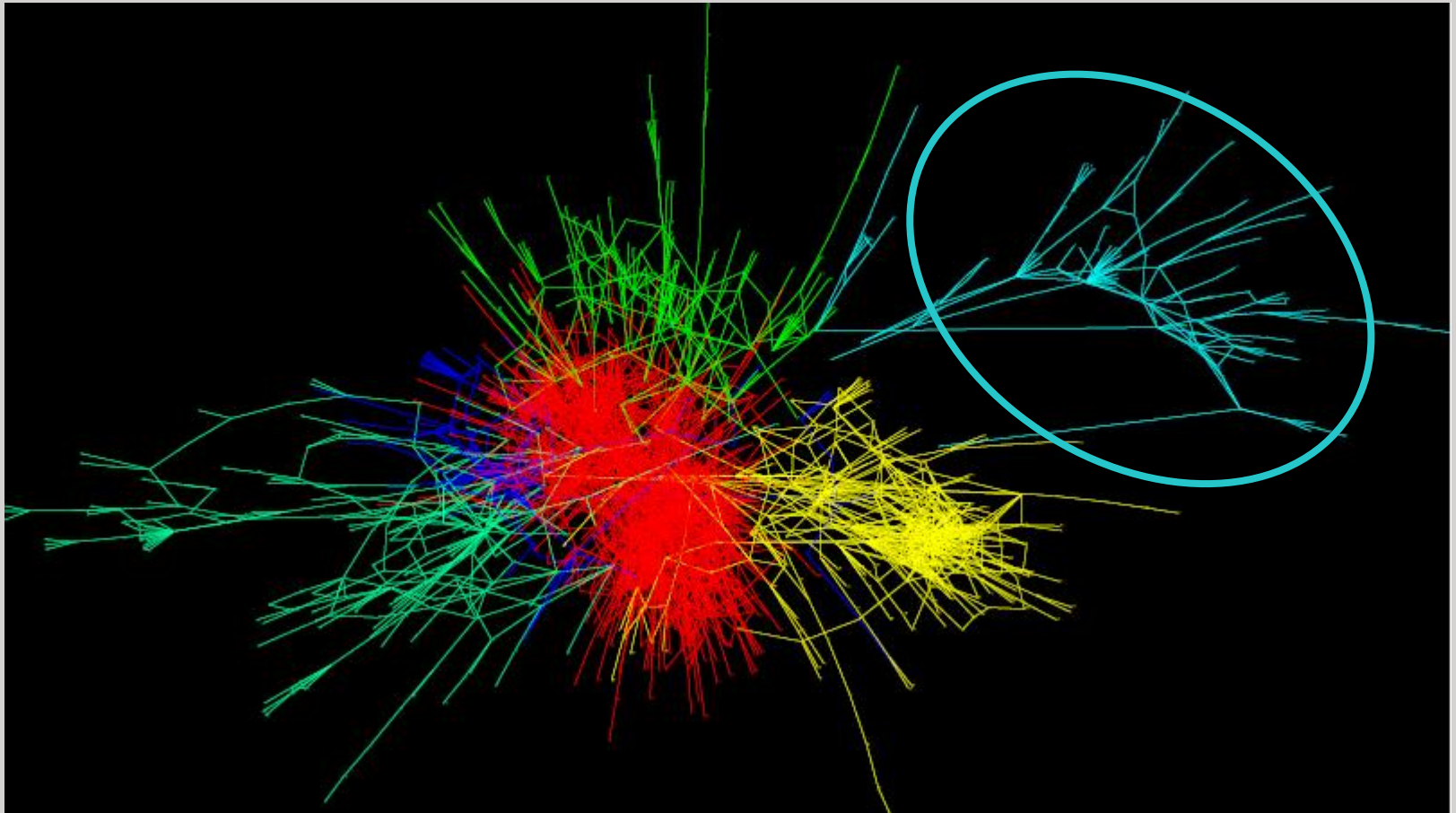
著者: Peng, MW

掲載ジャーナル: ACAD MANAGE REV 20
03

被引用数 207 クラスター内被引用数 8

ビジネスモデル研究の俯瞰図

総論文数 10672 1980-2010 ISIデータベース



クラスター内被引用数1－10位の論文(B)

- ADEPT(flex) - Supporting dynamic changes of workflows without losing control
- An overview of standards and related technology in Web services
- Case handling: a new paradigm for business process support
- MANAGING-BUSINESS PROCESSES AS AN INFORMATION RESOURCE
- Web services and business transactions
- A timed workflow process model
- Adaptive service composition in flexible processes
- Facilitating cross-organisational workflows with a workflow view approach
- Managing process and service fusion in virtual enterprises
- Facilitating the rapid development and scalable orchestration of composite Web services

全体及びクラスターで最多被引用論文(B)

ADEPT(flex) – Supporting dynamic changes of workflows without losing control

著者: Reichert, M; Dadam, P

掲載ジャーナル: J INTELL INF SYST 1998

被引用数 235 クラスター内被引用数 16

Abstract

Today's workflow management systems (WFMSS) are only applicable in a secure and safe manner if the business process (BP) to be supported is well-structured and there is no need for ad hoc deviations at run-time. As only few BPs are static in this sense, this significantly limits the applicability of current workflow (WF) technology. On the other hand, to support dynamic deviations from premodeled task sequences must not mean that the responsibility for the avoidance of consistency problems and run-time errors is now completely shifted to the (naive) end user. In this paper we present a formal foundation for the support of dynamic structural changes of running WF instances. Based upon a formal WF model (ADEPT), we define a complete and minimal set of change operations (ADEPT(flex)) that support users in modifying the structure of a running WF, while maintaining its (structural) correctness and consistency. The correctness properties defined by ADEPT are used to determine whether a specific change can be applied to a given WF instance or not. If these properties are violated, the change is either rejected or the correctness must be restored by handling the exceptions resulting from the change. We discuss basic issues with respect to the management of changes and the undoing of temporary changes at the instance level. Recently we have started the design and implementation of ADEPT(workflow), the ADEPT workflow engine, which will make use of the change facilities presented in this paper.

クラスターで2番目の被引用論文(B)

An overview of standards and related technology in Web services

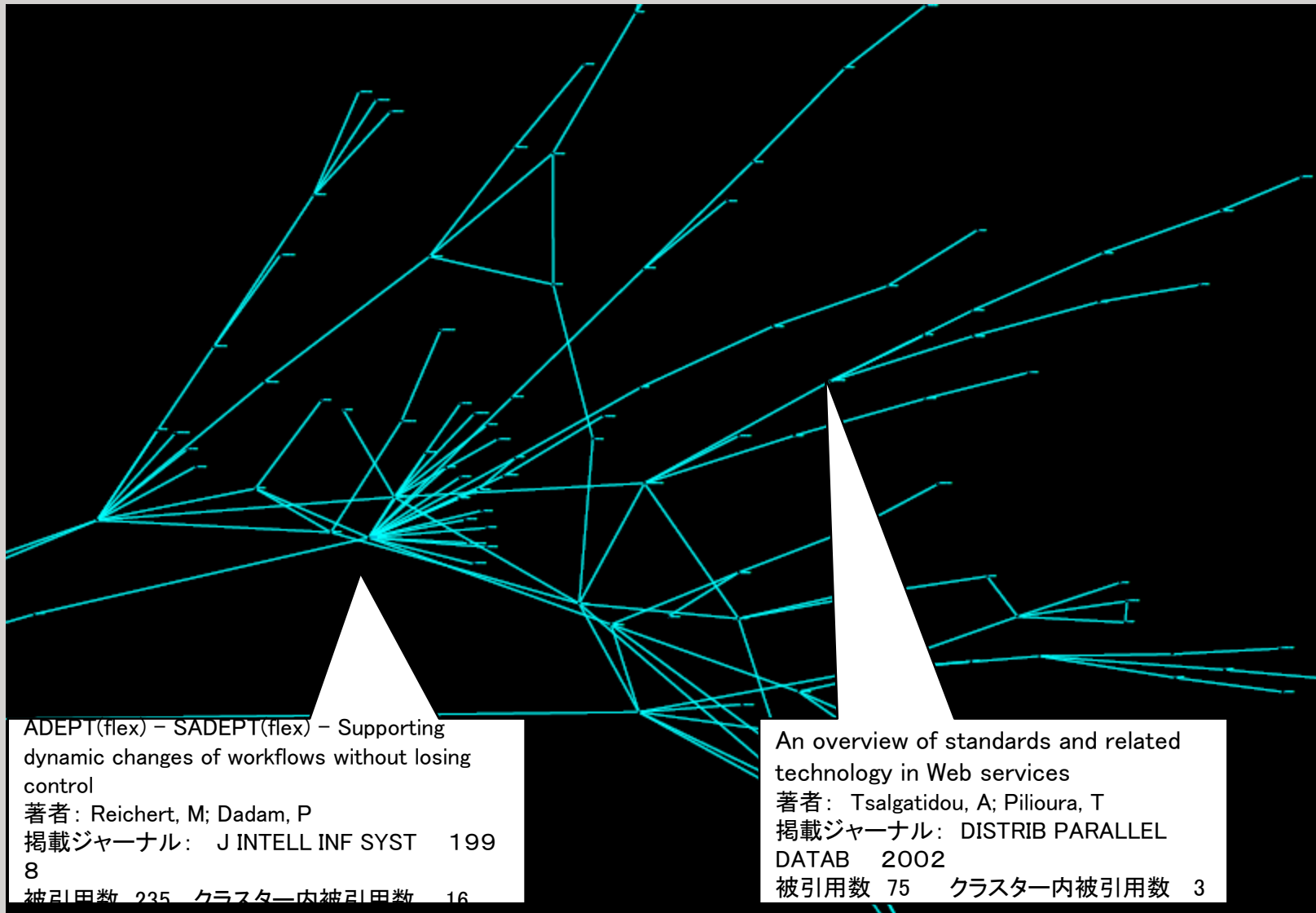
著者: Tsalgatidou, A; Pilioura, T

掲載ジャーナル: DISTRIB PARALLEL DATAB 2002

被引用数 75 クラスター内被引用数 3

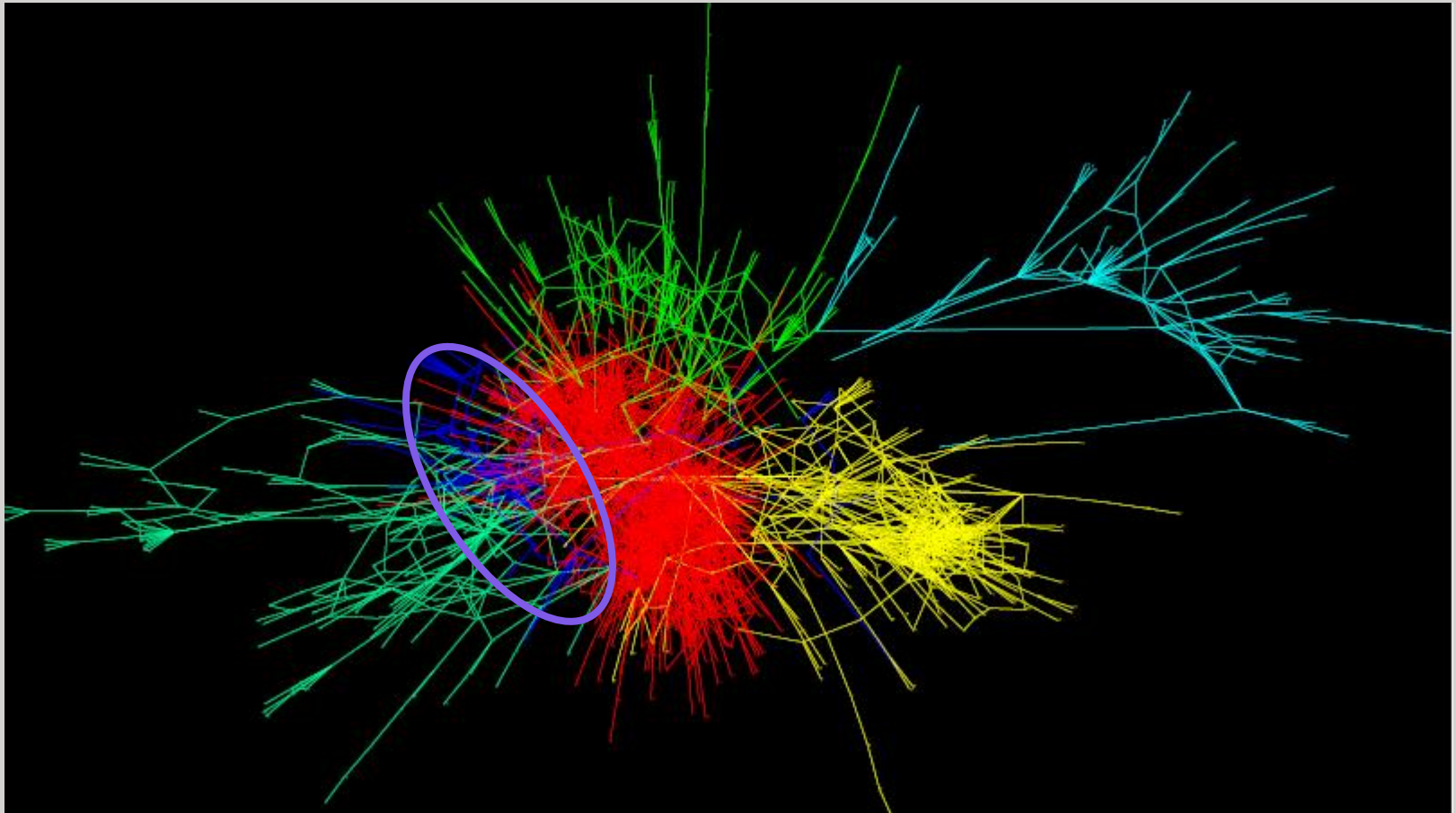
The Internet is revolutionizing business by providing an affordable and efficient way to link companies with their partners as well as customers. Nevertheless, there are problems that degrade the profitability of the Internet: closed markets that cannot use each other's services; incompatible applications and frameworks that cannot interoperate or built upon each other; difficulties in exchanging business data. Web Services is a new paradigm for e-business that is expected to change the way business applications are developed and interoperate. A Web Service is a self-describing, self-contained, modular application accessible over the web. It exposes an XML interface, it is registered and can be located through a Web Service registry. Finally, it communicates with other services using XML messages over standard Web protocols. This paper presents the Web Service model and gives an overview of existing standards. It then sketches the Web Service life-cycle, discusses related technical challenges and how they are addressed by current standards, commercial products and research efforts. Finally it gives some concluding remarks regarding the state of the art of Web Services.

Reichert ?



ビジネスモデル研究の俯瞰図

総論文数 10672 1980-2010 ISIデータベース



全体で被引用数の多い論文(P)

- Identity, image, and issue interpretation: Sensemaking during strategic change in academia
- THE EFFECTS OF ORGANIZATIONAL CONTEXT ON QUALITY MANAGEMENT - AN EMPIRICAL-INVESTIGATION
- Measurement of business excellence
- Ergonomics, employee involvement, and the Toyota production system: A case study of Nummi's 1993 model introduction
- The quest for resilience
- Total quality management in UK higher education institutions
- The role of information technology in business process reengineering
- An innovative performance measurement method for supply chain management
- Developing a model of quality management methods and evaluating their effects on business performance
- Kanji's business scorecard

クラスター内で被引用数1-10位の論文(P)

- Measurement of business excellence
- THE EFFECTS OF ORGANIZATIONAL CONTEXT ON QUALITY MANAGEMENT - AN EMPIRICAL-INVESTIGATION
- Total quality management in UK higher education institutions
- Self-assessment using the business excellence model: A study of practice and process
- The influence of continuous improvement and performance factors in total quality organization
- Best practice in business excellence
- Identity, image, and issue interpretation: Sensemaking during strategic change in academia
- The quest for resilience
- Developing a model of quality management methods and evaluating their effects on business performance
- TQM implementation: an empirical examination and proposed generic model

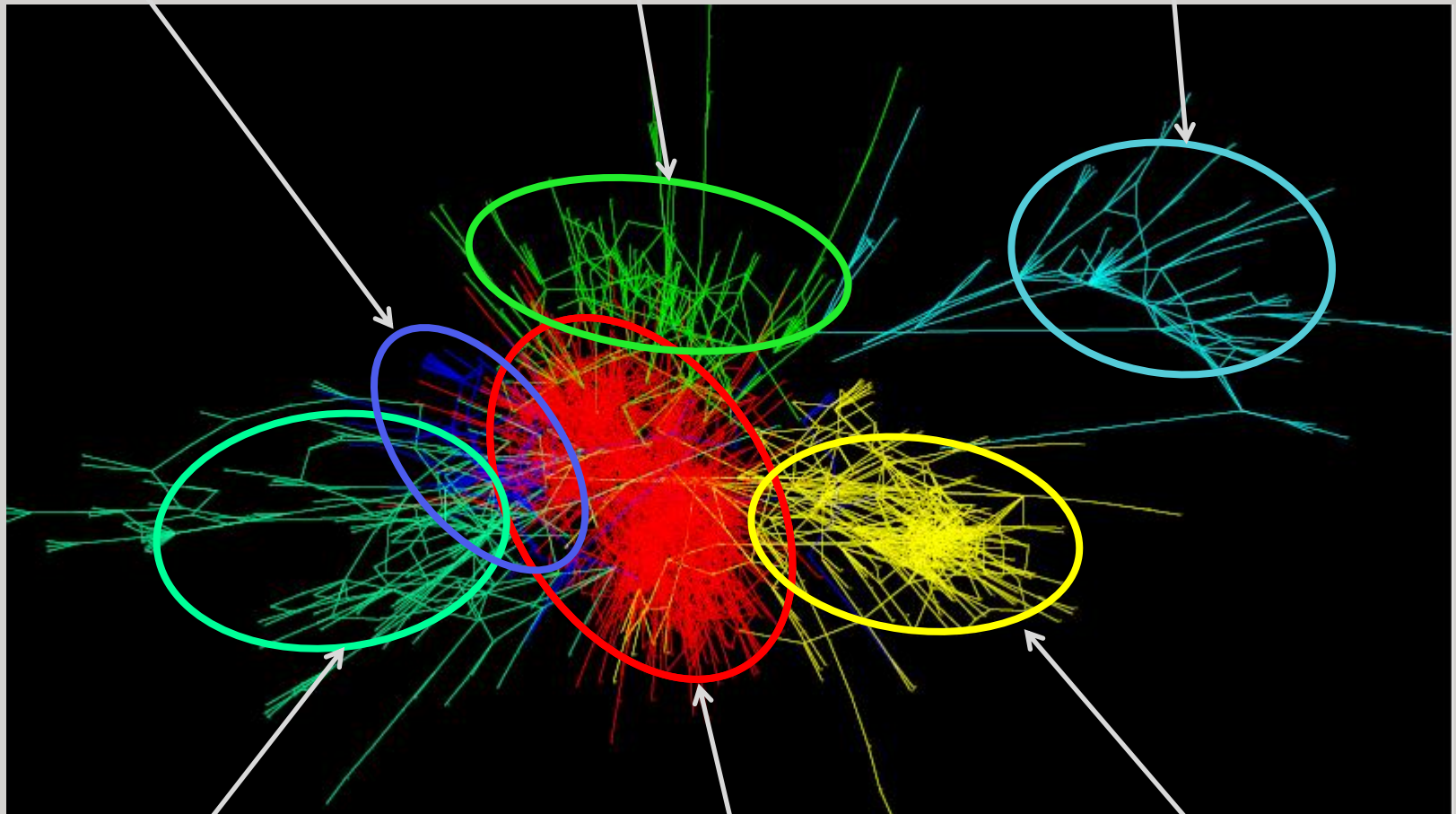
ビジネスモデル研究の俯瞰図

総論文数 10672 1980-2010 ISIデータベース

品質管理

組織変革

e-ビジネス, Biz-プロセス



ベンチャーのBiz-モデル

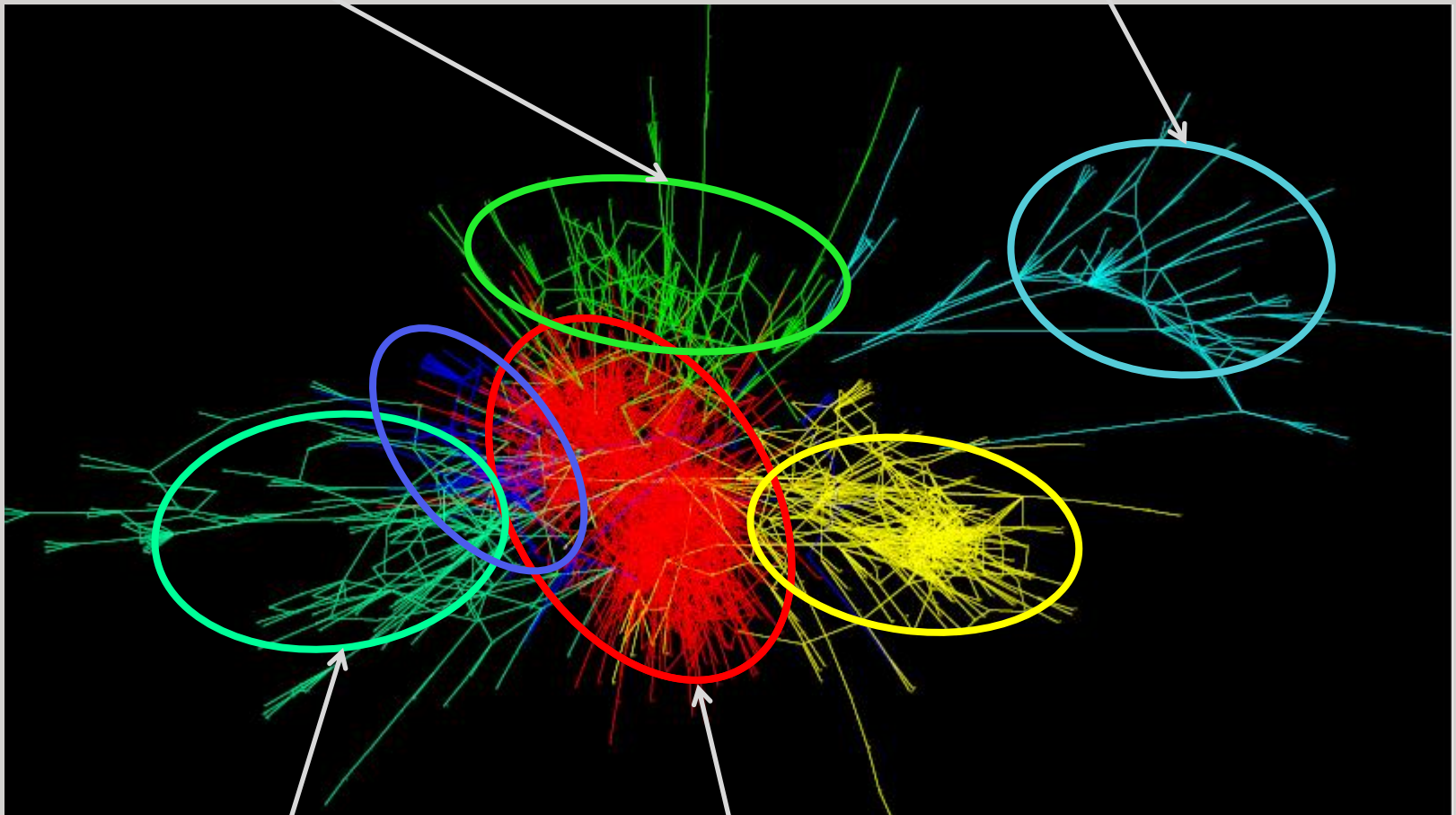
Biz-モデル一般論、IT

企業倫理、CSR

東京大学に於けるビジネスモデル研究

メール分析による非公式組織分析

ネット企業の価値評価、ネットのBiz-モデル



ベンチャーの成長モデル

製造業のBiz-モデル、無形資産の評価、SCM

メール分析による非公式組織分析

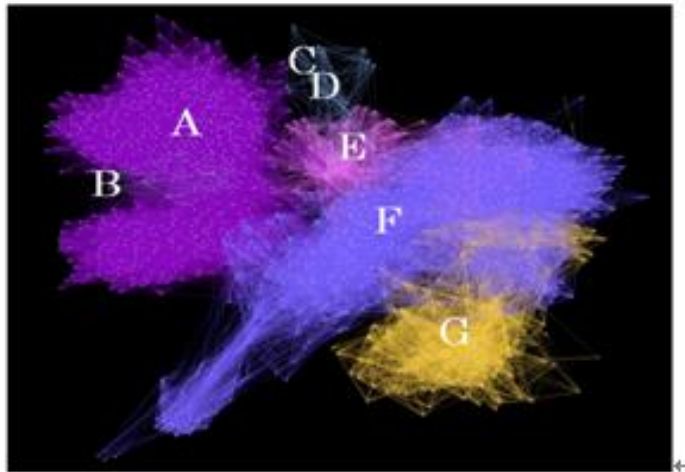


Fig. 3. Clusters of the email network (2008.09).

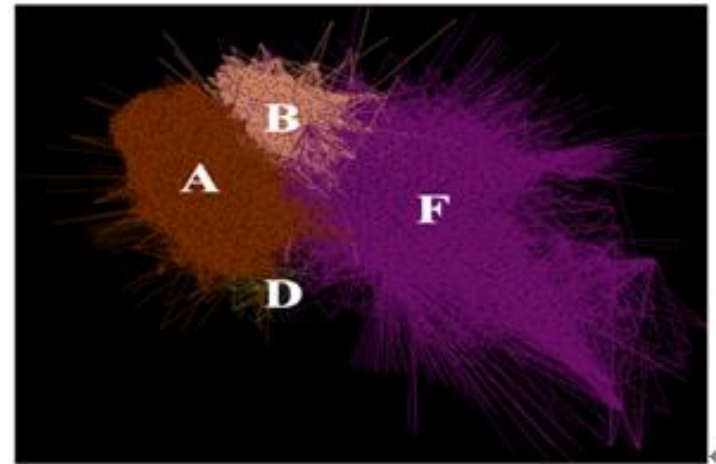


Fig. 4. Clusters of the email network (2009.06).

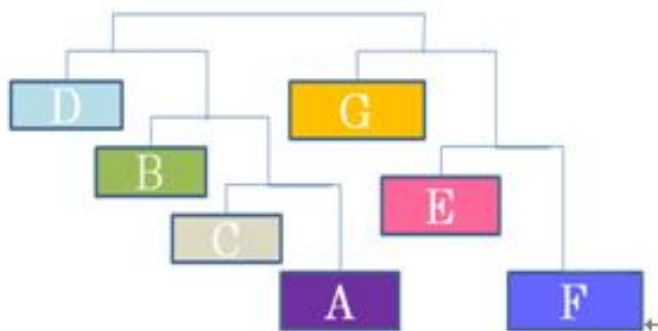


Fig. 5. Dendrogram of Clusters of the email network (2008.09).

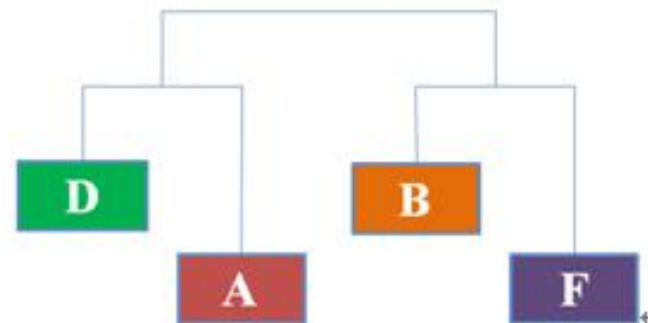
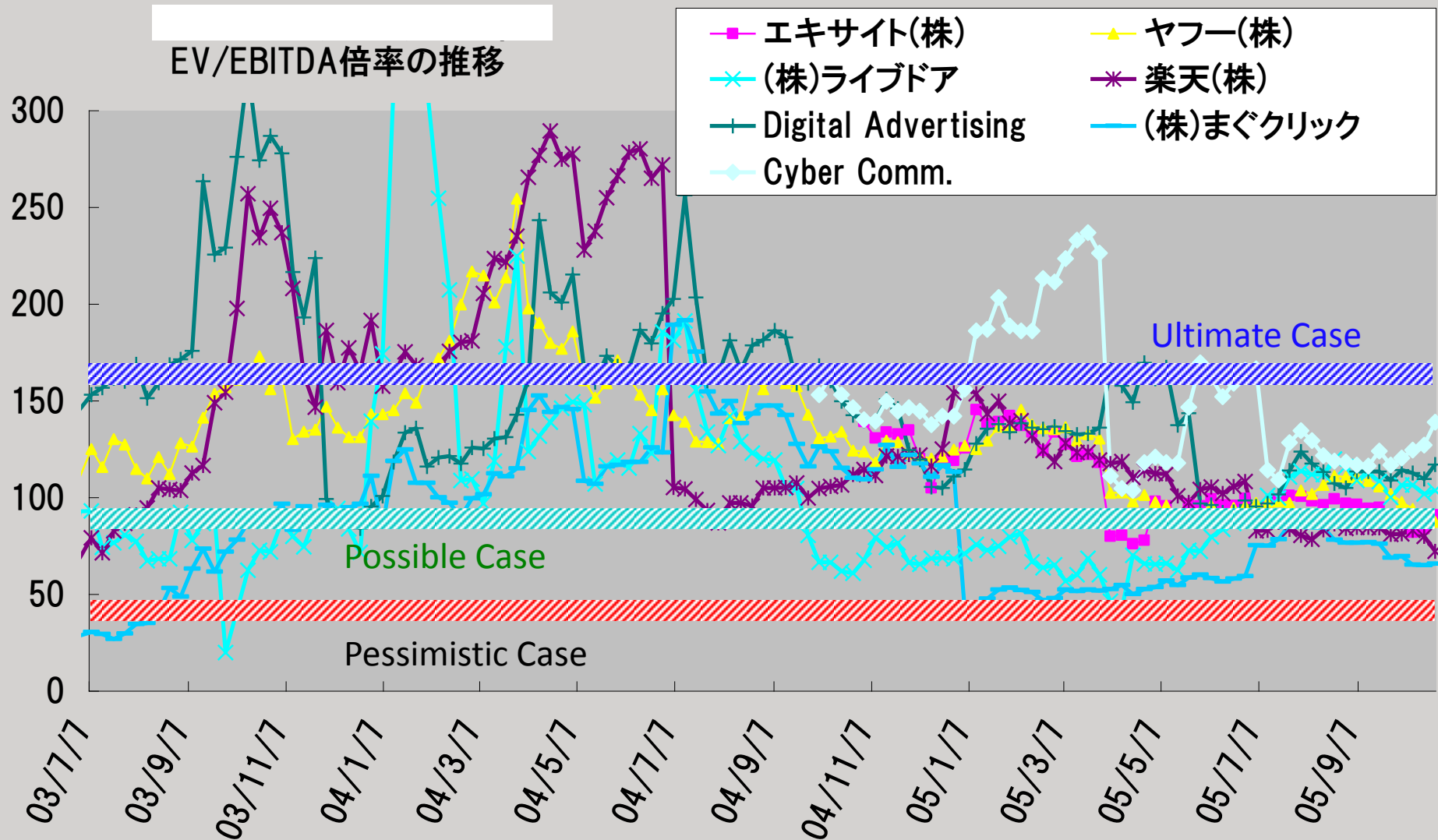


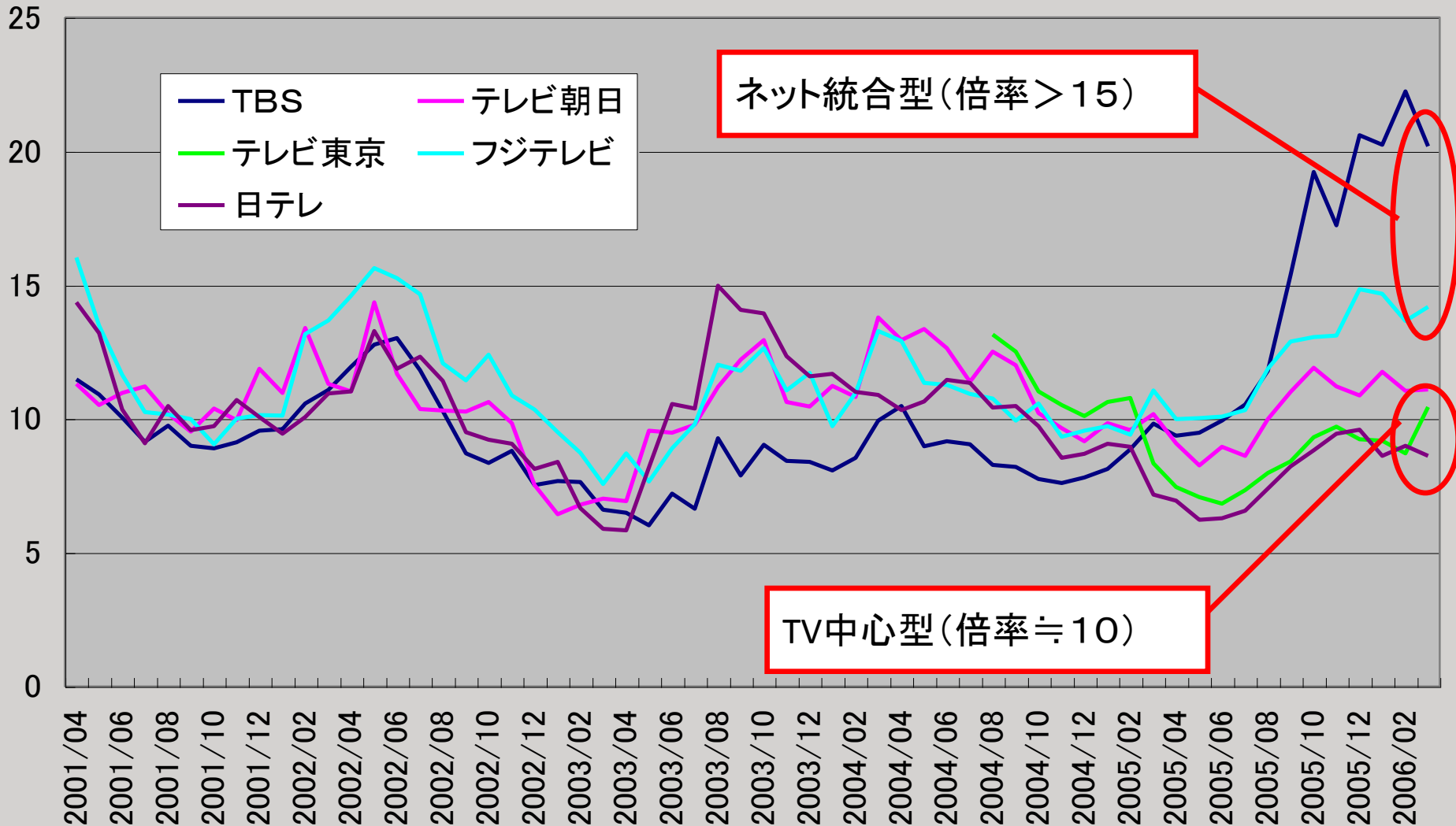
Fig. 6. Dendrogram of Clusters of the email network (2009.06).

IT業界におけるEV/EBITDA倍率の変遷

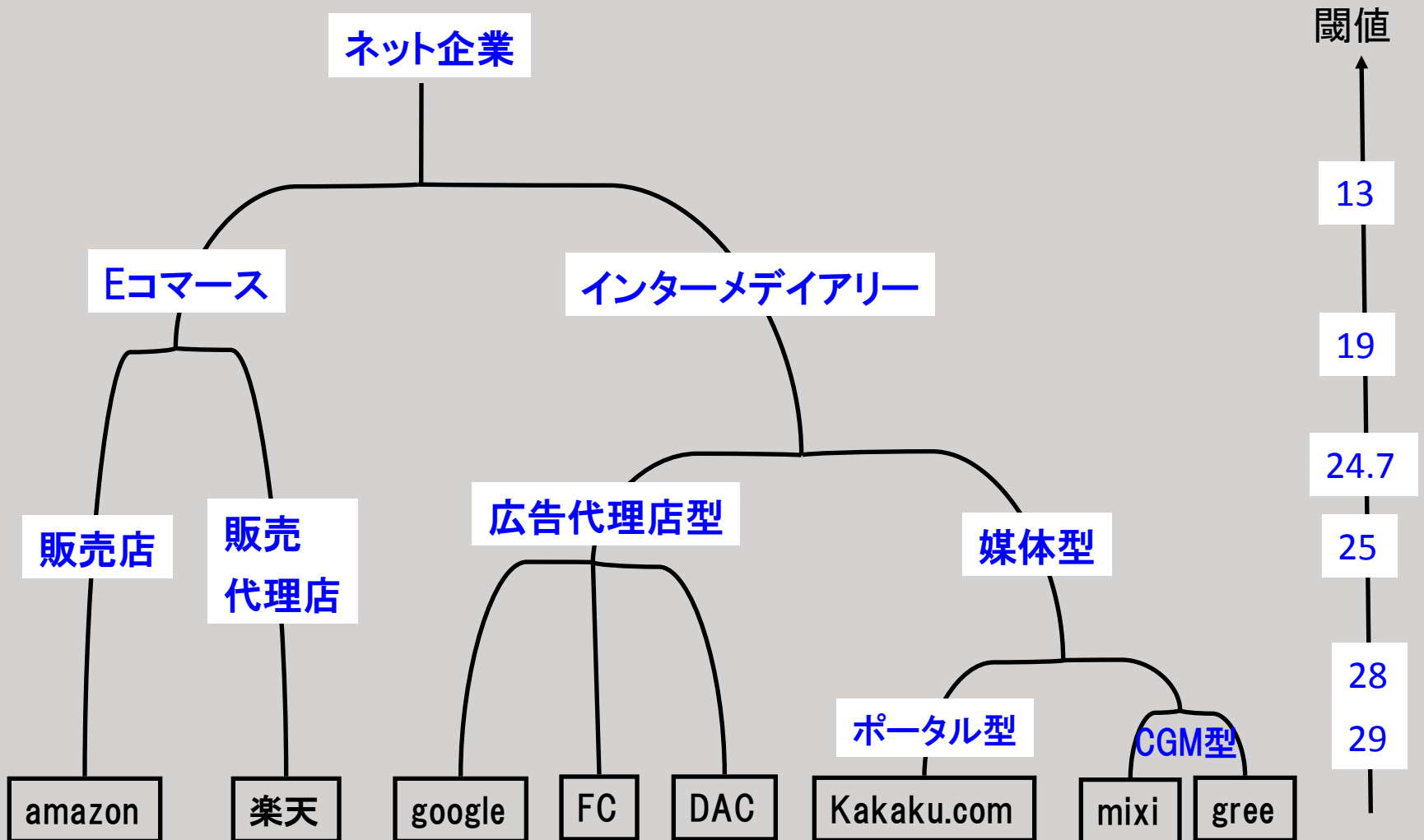


TV業界の株価は？

EV/EBITDA倍率推移(メディア業界)



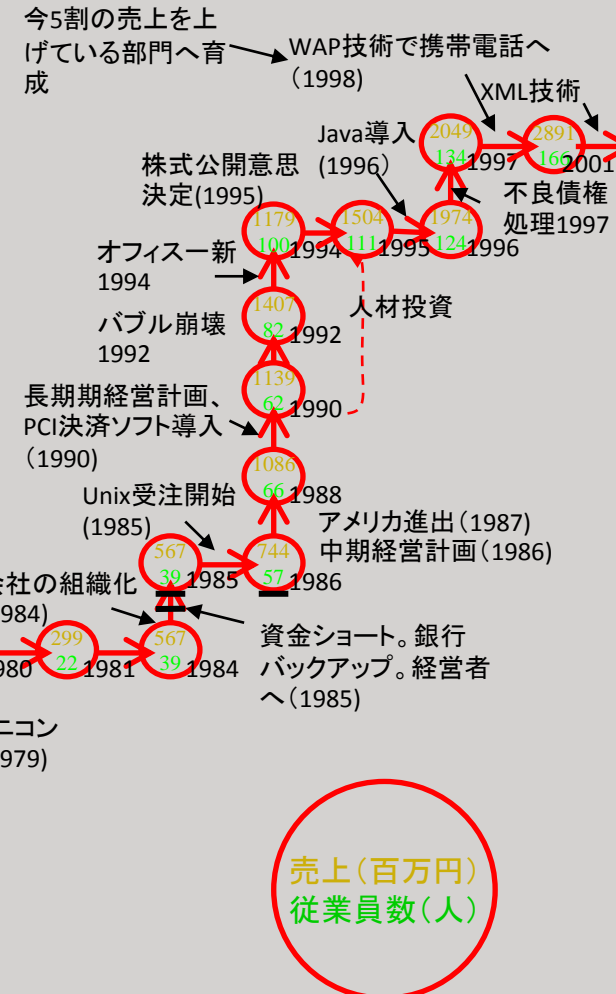
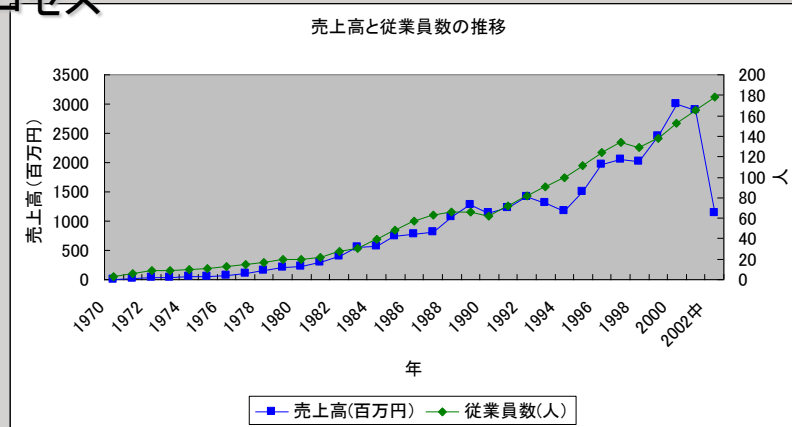
インターネット企業の分類



大学発ベンチャー企業 A社)

ビジネスイノベーション

○ 状態
→ プロセス
// 壁

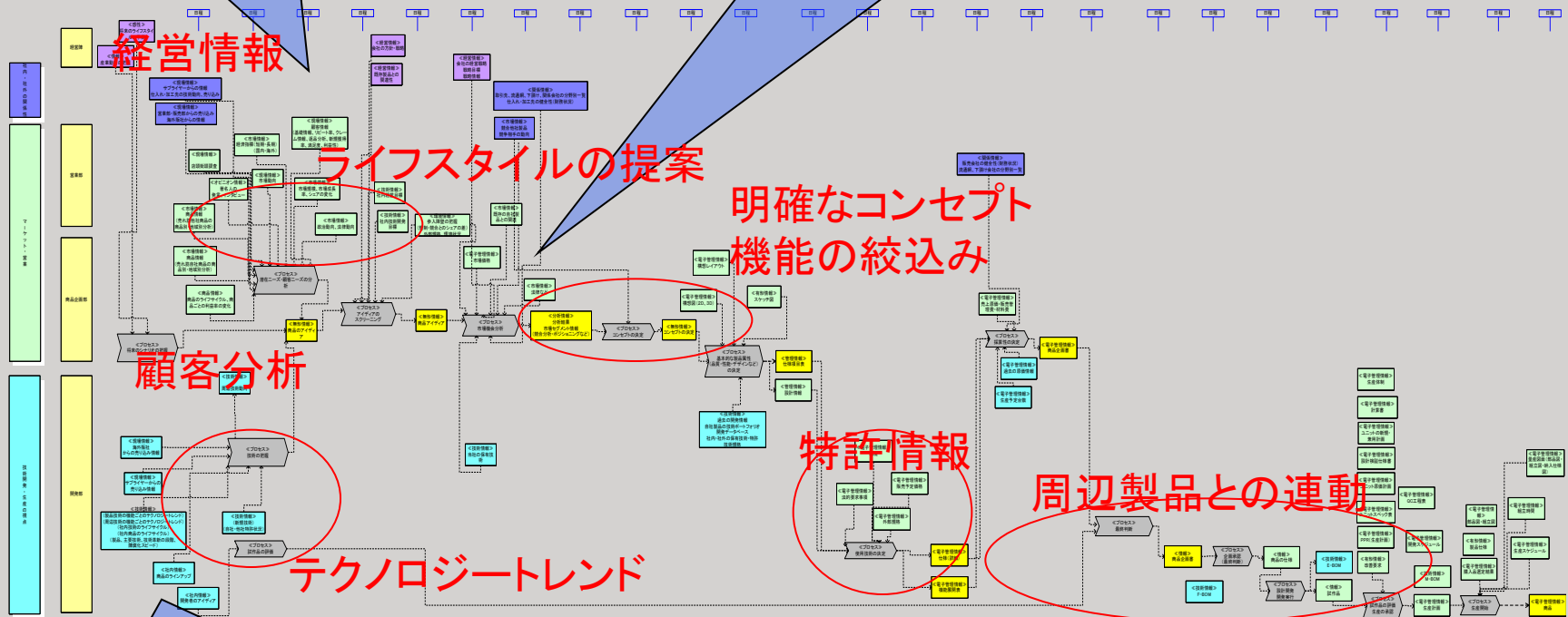


テクノロジーイノベーション

商品企画における情報をUMLでの記述

時系列、俯瞰的な情報把握
ライフスタイルの提案

機能の絞込みと
顧客分析によるコンセプトの明確化

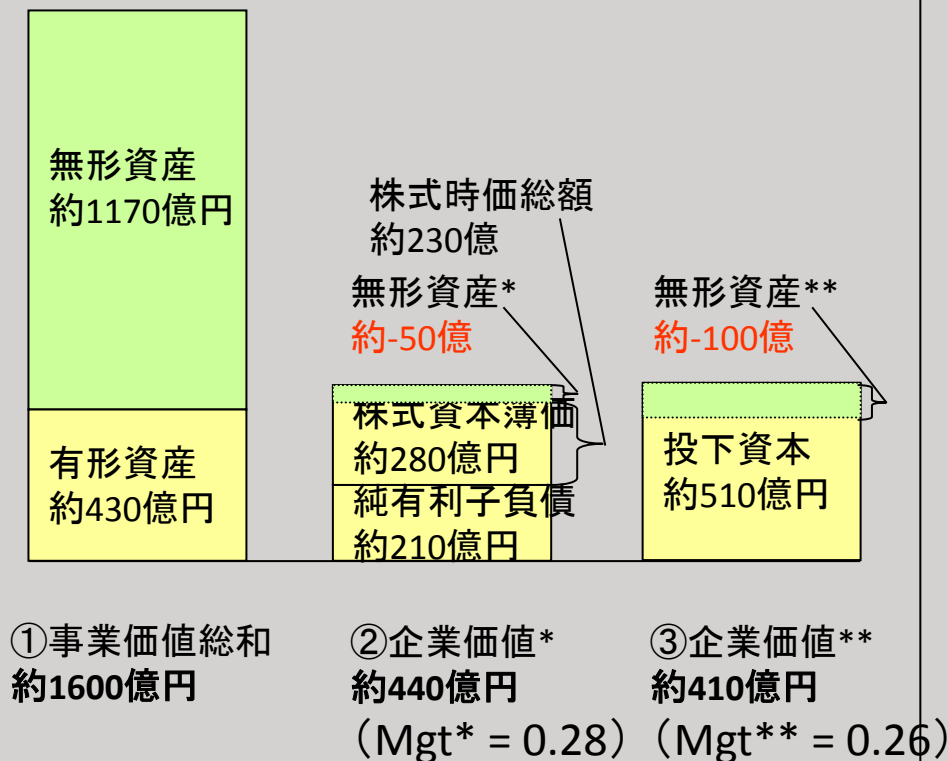


テクノロジートレンドの見極め
技術開発者のアイディアの取り入れ
社内の技術開発

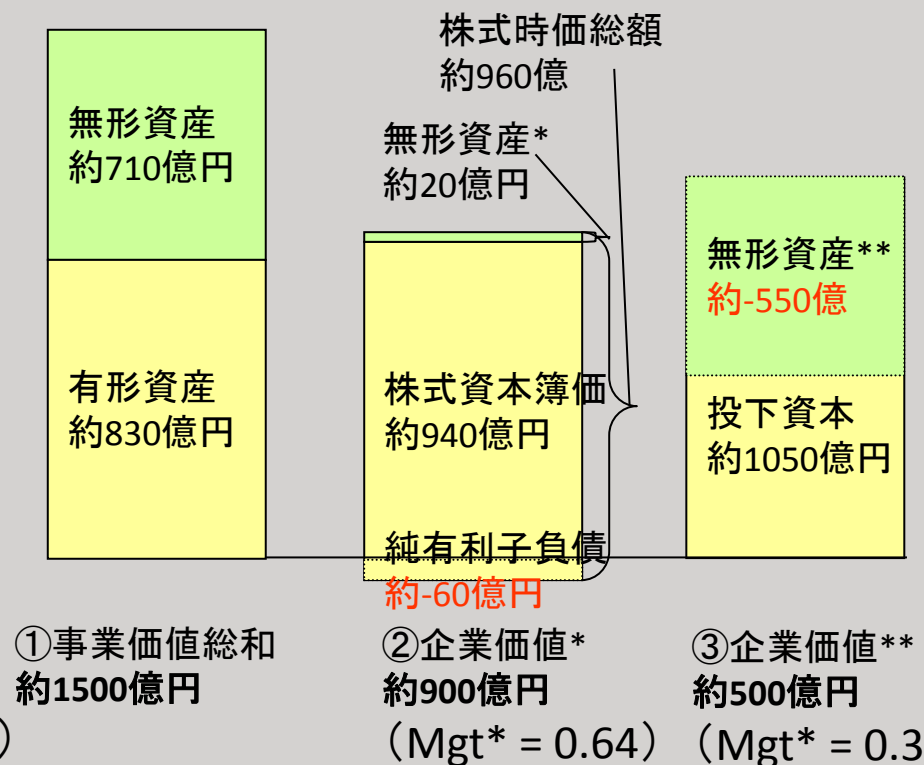
社内製品のポートフォリオの意識
社内規格の統一

ケーススタディの考察：企業価値比較

企業価値比較A社



企業価値比較B社



①と②の差：市場が無形資産の価値を評価していない
①と③の差：無形資産の価値が利益に結び付けられていない
(A社では約12%、B社では約17%の利益率達成が必要)

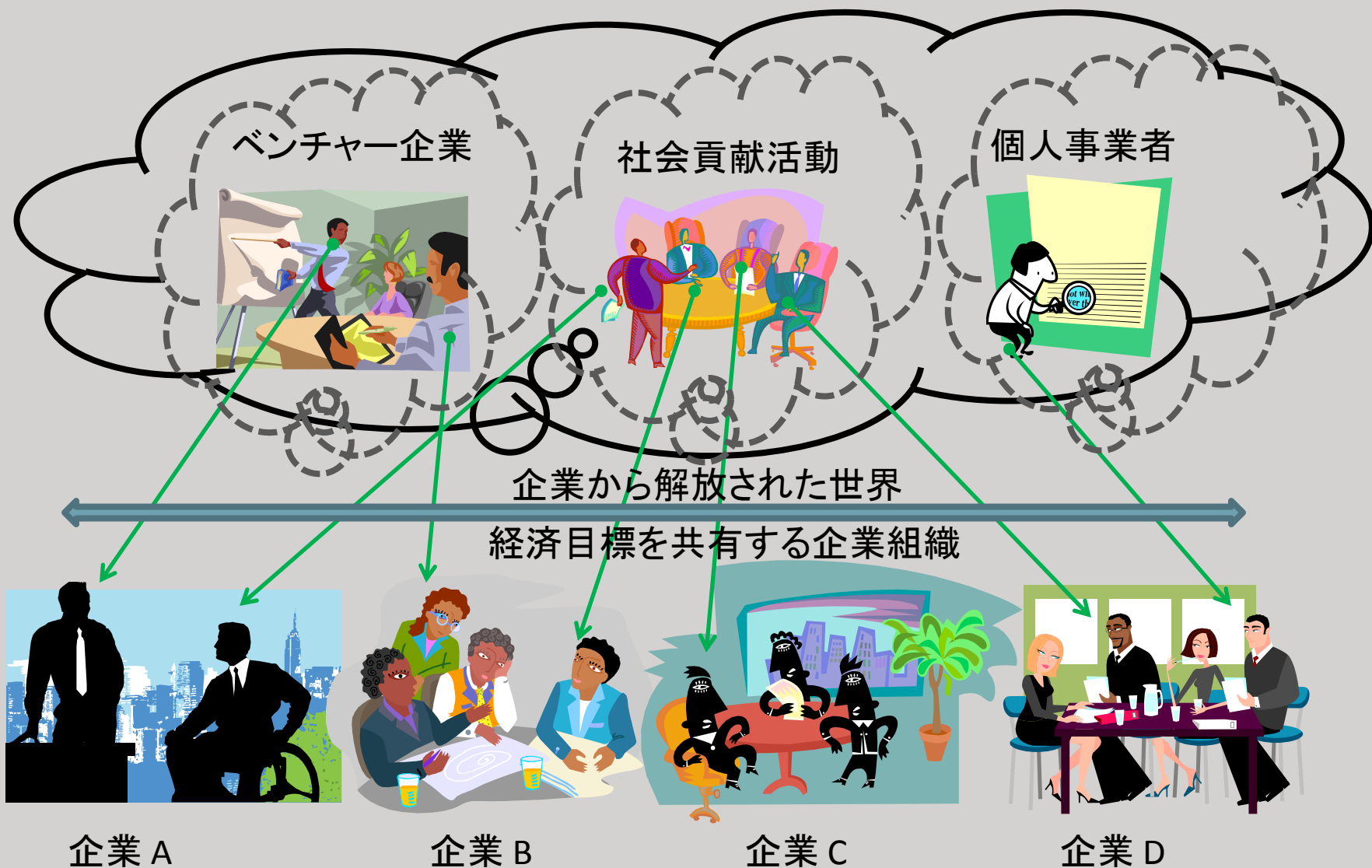
マネジメント係数* = 事業価値総和 / 企業価値*
企業価値* = 株式時価総額 + 純有利子負債
無形資産* = 株式時価総額 - 株式資本簿価
マネジメント係数** = 事業価値総和 / 企業価値**
企業価値** = 正味現在価値 (NPV)
無形資産** = 企業価値** - 投下資本

ビジネスモデルの日本的課題

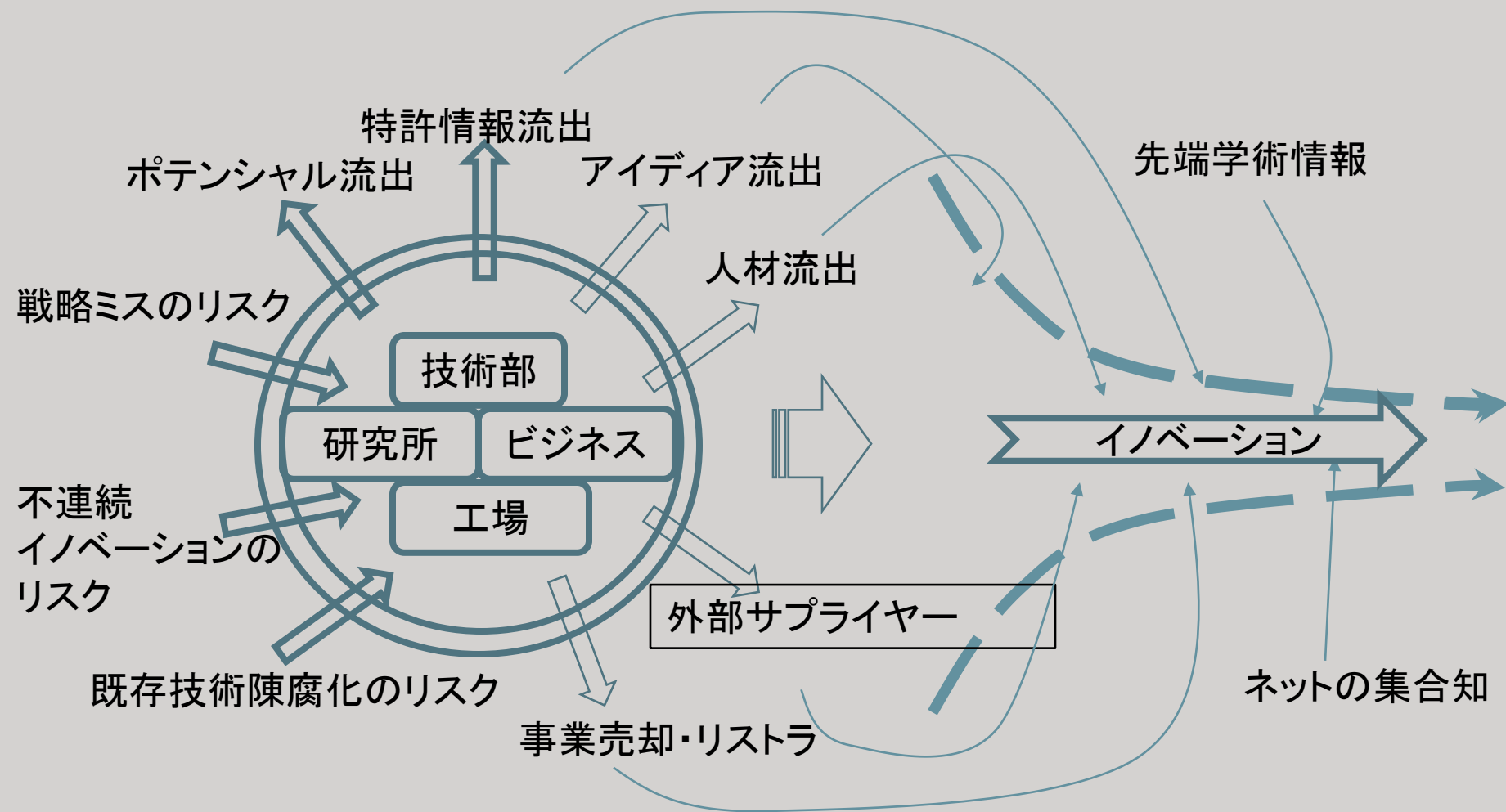
- グローバル対応
 - 市場、SCM、人材、資金
- スピード
 - 合意形成、組織、情報、行動
- 企業情報システム
 - 脱汎用コンピュータ、ネット対応、実装時間
- 社会の変化への同期
 - 価値観、少子高齢化、文化、地域

境界のない世界：企業と個人

マルチな活動を進める「個人」と利潤を追求する「企業」の共生



オープンイノベーション



クローズイノベーション?

オープンイノベーション