

Web2.0 之價值共創模式

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摘要

本研究試圖提供一個概念性的架構，說明在 Web 2.0 經濟交易下之價值共創模式與傳統價值共創模式之異同。本研究探索網絡外部性效應對 Web 2.0 價值共創模式之影響，以及價值共創與網路營收模式之關係。本研究主要結論為，在服務經濟中，消費者扮演共同創價的角色，在 Web 2.0 價值共創下，網路使用者在網路平台上互相分享與交換內容，增加產品或服務之附加價值，增加消費者所認知之價值，進而影響增加使用者數目，而使用者數量增加更進一步提高該服務之價值，即所謂的正向網絡外部性效應。此外，消費者無法參與價值分配卻仍願意參與價值共創之理由有二，第一，消費者因參與價值共創，比較容易滿足消費者自身的需求，進而提高其認知的價值，從而增加消費者剩餘；第二，廠商以降低服務之價格，犧牲廠商利潤，以增加消費者剩餘。

關鍵詞： Web 2.0、電子商務、價值共創、網絡外部性效應、服務科學

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The Value Co-Creation of Web 2.0

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Abstract

This study attempts to explore a conceptual value co-creation model of Web 2.0. In addition to compare the difference between the models of traditional value co-creation and Web 2.0 value co-creation. This study also explores the relationship between value co-creation and network externality effect as well as the relationship between value co-creation and revenues. The main result of this study shows that consumers do not involve with the value co-creation in the traditional value co-creation but participate in the value co-creation in the Web 2.0 value co-creation. An increase of service or content value of website under the Web 2.0 model will increase the user number, which in turn increases the value of the website due to the positive network effect. Moreover, the study also explains why end-users participate value co-creation in Web 2.0 while they don't involve in the value appropriation. The end-users will enjoy higher value of the website if they co-create the value or the service provider reduce the payment of using the website in order to increase consumer surplus.

Keywords: Web 2.0, e-commerce, value co-creation, network effect, service science

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