

A Study on the Construction Factors of Business Models

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ABSTRACT

So far, in the conducts of business of the theory and practice in management, the Business Models is one kind is used by a large number of, but its essence has western scholars to propose instead of building the factor of constructing, but as to enterprise of Taiwan, whether it is suitable, still remain to be discussed, so understand the intension in the Business Models and strengthen and form the factor in the middle, maintains the competition advantages of enterprises, it is a topic that is worth probing into. And the relation between the Business Models and Strategy, the ones that do not define are very clear. To the relation between its two is still that the Chaos are unclear so far; A lot of people think the two the same, but someone it thinks to be too, have scholar propose one comparatively clear comments yet as to this. This research aims at probing into the essence of the Business Models with build the factor of constructing basically, and propose this three purposes of research, (1) to distinguish the essence of the Strategy and Business Models, (2) help us to find out about the basic conception of Business Models with the real case, (3) for building constructing of 'Business Models', find out the key composition factor. This research regards law of case study as the main research approach, and the factory processes the system network by pulling together enterprises bright instead of 15 in the platform in the glass processing industry, as the research object, from the actual operation course of the company, analyze essence and relation between the Strategy and Business Models, and find out and can build the basic key element which construct the Business Models from it. This research expects that can probe into documents with case company's interview in the course of whole research, the purpose to answer this research, to the thing that this anticipated achievement of research is: (1) The essence to the Strategy and Business Model is distinguished to some extent, and propose the concrete explanation to the relation of the two, (2) find out building the factor of constructing of Business Model, is in the hope of making enterprises of our country build and having an basis of consulting to construct the Business Models.

Keywords : Business Models ; Strategy ; Construction Factors of Business Models Construction Factors of Business Models
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