

# A Case Study Of Virtual Community for Critical Success Factor

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## ABSTRACT

It ' s getting more complete of carrying electronic commerce out by virtual community, so this subject has received lots of scholars ' respect. However, most of the researches in the past used the real case study by quantification to analyze. And few researches were done by matter case study to discuss the critical successful factor which is based on the virtual community. Therefore, the purpose of this study is finding the most important critical successful factor based on the virtual community by case study. This research integrates the relative documents and brings up the structure of electronic commerce and the profitable models of virtual community. Finding the targets of research according to the research structure and collecting the secondary data of the successful study cases to analyze base on the critical successful factor of community which was brought up by Preece in 2001. The result of the research shows that no matter what model it is, it should include variety and plentiful contents and provide the functions of free space and feedback for users. Furthermore, it should convey the contents of information clearly and customize the website for individual habits and with a person specially assigned to respond and update fast for users.

Keywords : virtual community、 electronic commerce、 case study

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