

Digital Capital 1

Information Policy

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00. Contents

- 01. B-Web
- 02. Digital Capital

02. Digital Capital

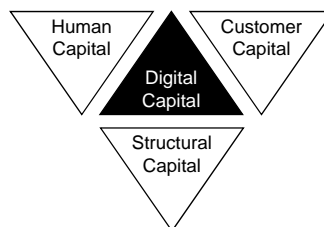
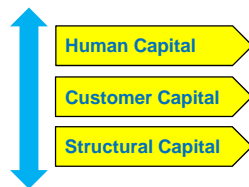
- Digital Capital
 - = Digital capital is knowledge capital.
 - = Digital capital is capital that is needed in e-Business.



02. Digital Capital

- Components of Digital Capital

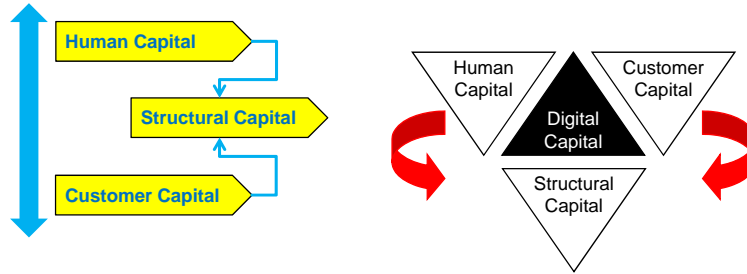
Components of Digital Capital



02. Digital Capital

- Flows of Digital Capital

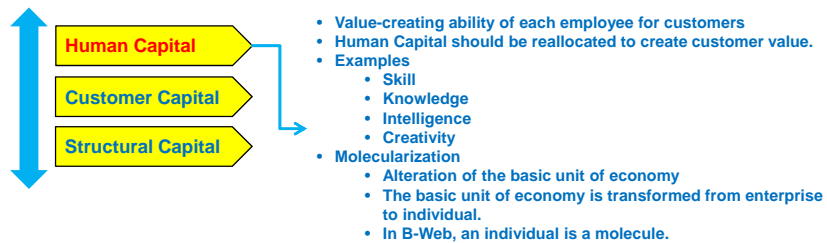
Flows of Digital Capital



02. Digital Capital

- Flows of Digital Capital

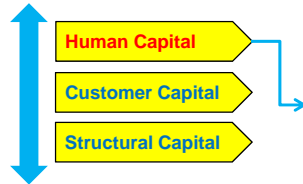
Components of Digital Capital



02. Digital Capital

- Flows of Digital Capital

Components of Digital Capital



• Nine Imperatives

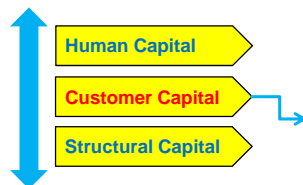
- Define/shape B-Web strategy & value!
- Foster open relationship!
- Focus all participants on the end-customer!
- Treat employees & contractors as investors of DC!
- Define governance & the rules of engagement!
- Manage performance of human capital across the B-Web!
- Manage knowledge across the B-Web!
- Codify culture in process objects! → Structural Capital
- Embrace the net generation!



02. Digital Capital

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Components of Digital Capital



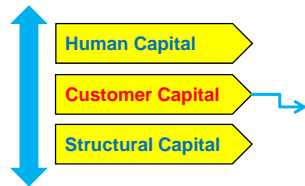
- Wealth included in relationships between an enterprise and customers/suppliers
- Customer capital becomes relationship capital if connected to B-Web.
- Examples
 - Brand's depth or width for customers
 - Trust of customers
 - Cooperation with customers
- Dynamic Pricing
 - It is done by empowered customers.
 - It replaces fixed pricing.



02. Digital Capital

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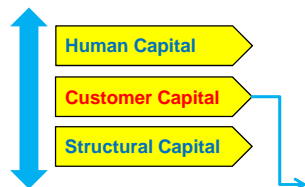
- Eight Imperatives
 - Embody communication strategy for B-Web partners!
 - Let resources go into product/service!
 - Trust is the best strategy!
 - Regard attention as scarcest resource!
 - Define Price-Discovery Mechanism, not price!
 - Provide Context!
 - Empowerment: Participate many customers for many roles!
 - Participate Net Generation!



02. Digital Capital

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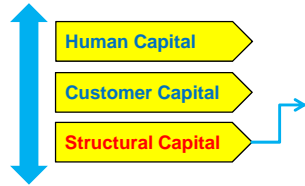
- The Demise of the 4 P's & New Paradigm
 - 4P(Product/Price/Place/Promotion) → ABCDE
- 4P
 - Products: Fixed
 - Price: Fixed
 - Place: Fixed
 - Promotion: One-Way
- ABCDE
 - Products:
 - Experience replaces Products.
 - Price:
 - Dynamic Pricing
 - Discovery of Price replaces Fixed Price.
 - Place:
 - Anyplace, Anytime, Anyway Shopping replaces place.
 - Marketface appears between Marketplace (Physical) and Marketspace (Digital).
 - Promotion:
 - Communication works, not Promotion: One-Way, Two-way, Multi-Way
 - B-Web Customers drive revenues.



02. Digital Capital

- Flows of Digital Capital

Components of Digital Capital



- Codified knowledge for enterprises to satisfy market needs
 - It comprises business processes.
 - It decreases brain drainage of human resources.
- Examples
 - Project management tool
 - Development platform for designer, analyst, and programmer
 - Sales management system
 - Product manual
 - Education program

