Digital Capital 2

Information Policy

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- Information Policy
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- D. of Information & Electronic Commerce
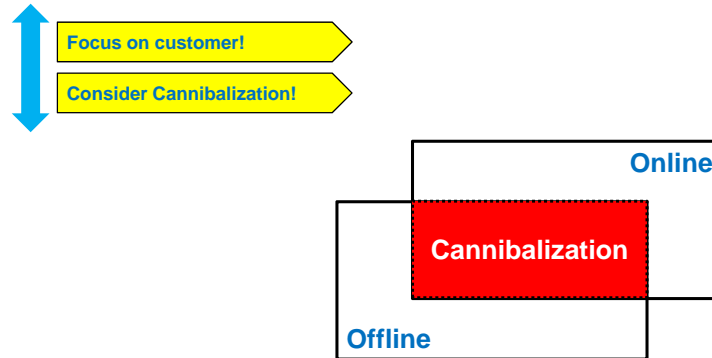- WONKWANG University

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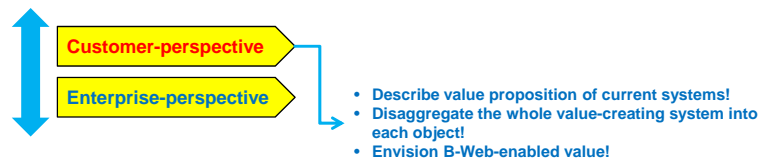
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02. How to Weave a B-Web

• Strategy for B-Web

General Strategy for B-Web

Focus on customer!

Consider Cannibalization!

Online

Cannibalization

Offline

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02. How to Weave a B-Web

• Strategy for B-Web

Concrete Strategy for B-Web

Customer-perspective

Enterprise-perspective

• Describe value proposition of current systems!
• Disaggregate the whole value-creating system into each object!
• Envision B-Web-enabled value!

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02. How to Weave a B-Web

• Strategy for B-Web

Concrete Strategy for B-Web

Customer-perspective

Enterprise-perspective
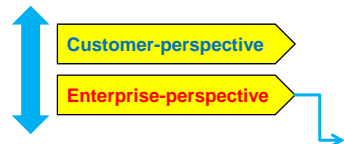
- Reaggregate (define/analyze) human, relationship, and structural capitals!
- Prepare a value map (model), considering tangible or intangible benefits, knowledge!
- Do the B-Web mix and plan a core strategy for its B-Web!

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03. Harvesting the Digital Capital

• Harvesting the Digital Capital

Concrete Strategy for B-Web

What business do we belong to?

What physical resources should we add or delete?

What human resources should we employ or dismiss?

What ability should we learn, purchase, or outsource?

How can we secure the structural capital or innovative ability for BM patent?

Is the BM patent is meaningful?

Should we incubate or invest in Dot-Com?

Does Wall Street overestimate internet companies?