

Innovations in Business Models through IT

Byungtae Lee · Myungsin Chae

(1)
 (2)
 (3)
 (4) (servitization)
 Wurster 가, , 가 / 가
 (5) Evans
 : , IT, , ,

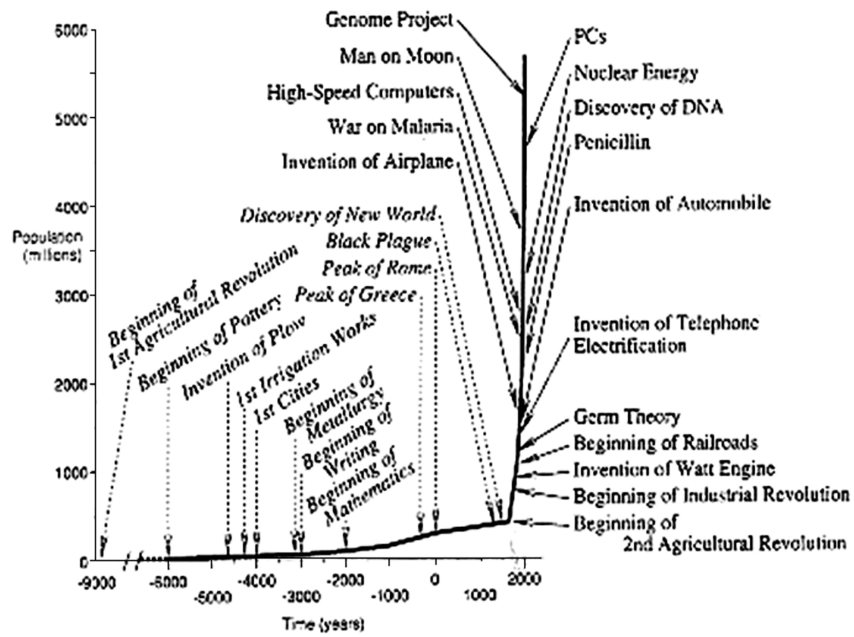
eCommerce or eBusiness refers to innovations in business models through information and communication technology (ICT). This essay discusses how ICT enables such innovations. For this end, first we investigate how macro business environment has been transformed into one where pressure for business innovation has been inflated and become easier. We list the following five major changes in macroeconomic system by ICT: (1) increase of money (capital) supply, (2) globalization and competition across nations' boundaries, (3) democratization of information access and empowering customers, (4) increased transparency and less regulations, and (5) fundamental changes in labor market. Secondly, we illustrate business model innovations directly from microeconomic perspective. This explanation is based on model of distribution channel by Evans and Wurster who see the Internet as a radically unique channel. Successful cases illustrate that information richness, customer reach, more interactivity, virtualness of inventory and business processes are main ingredients to business model innovation brought by ICT.

Keywords: Information Communication Technology, New Economy, Business Model, Innovation

I.

“

:
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1. (: Fogel,[4])

가 , 가 , 가 . GDP '가 \$7000

.(John B. McCoy, President and CEO of Bank One,)

90 e- 가

가 가 가

Bank of Dallas[3] 1944 IBM Mark I

3

(ICT: Information and Communication Technology) 90 Second: MIPS(Millions Instructions Per) 732,681

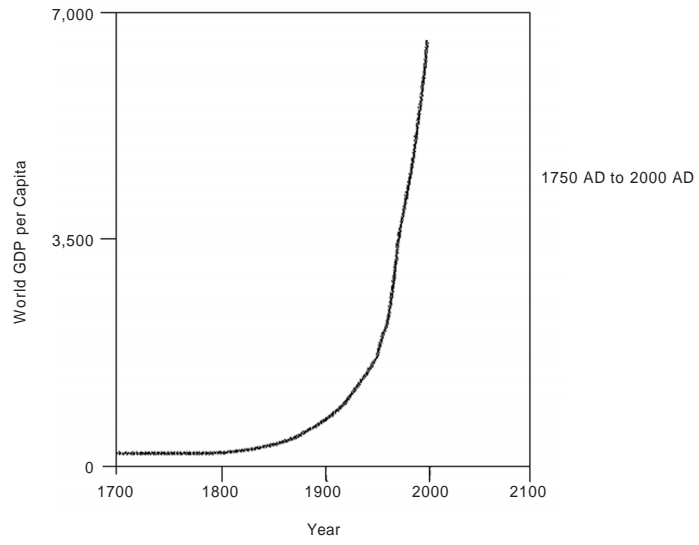
(Technology) (Lifetimes) 1 MIPS 1997 27

1997

1 가 1915 0.04% 가

가 2 가 3

2 가 60 가 (富) 가 가



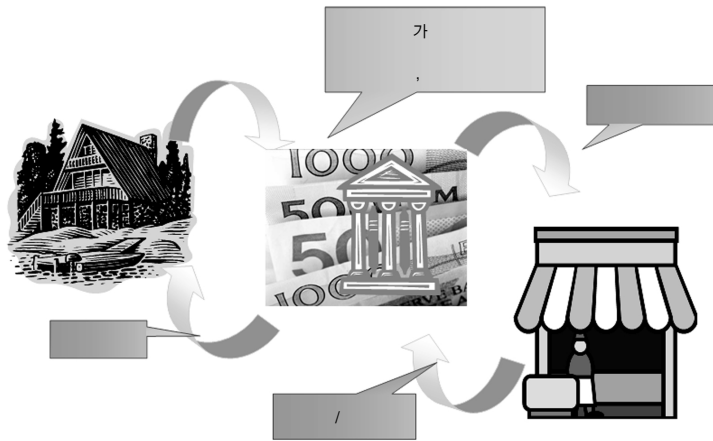
2. GDP (: Beinhocker[12])

II. :

1.

가 가
 ,
 가
 .
 . 1999 Alan
 Greenspan[13] “ 가
 (innovation) 5
 가
 가? 17 ” e-
 가? 가 80
 가?
 ICT
 . 90
 II 가 Clinton
 가
 ,
 . III IT가
 . IV IT (Business Cycle)
 V
 가 가

가 [1]. 가 가 Greenspan “ [6]. 가 90 가 (Dot.com) 가 3. (Innovation) “ [18]. 2. (Neo-Schumpeterian Economic) Schumpeter 가 (Agents), / (Space). 가 ([11],[22]. New Institutional Economics (Transaction Cost) (network) (Node) [2]. (Back-end Process) (Front-end Processes) 가 (Value Chain) 가 IT 가 (Value Proposition), / [9]. 가 가 가 (Proxy bidder) Shopping III IV IT가 가 (Space) Brand III. IT



3.

가 . 가

가 .

가 , 가

가 , 가

가 가

가 가

가 가?

가 가

Hernando De Soto

[14]. Soto가

3 . 가

(asset) . 가 가 가

가 가 가

가 가 가

가 , 가

가

가

(가)

(Capital) 가 . 가

가 가

2.4.

. 가 가 () 가 . 가

. 가 가 . 가 . 가 가 가 . 가 가 . 가 가 . 가 가 가 ?

2.3.

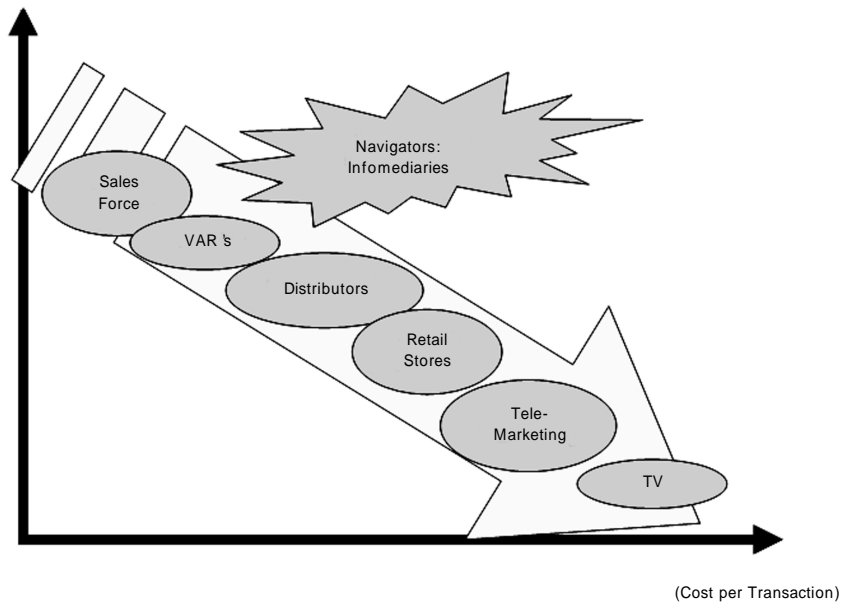
. 가 . 가 shopbot . 가 가 . 가 가 . 가 가 . 가 가

2.5.

. 가 . 가 . 가 가 . 가 가

70% 가 William W. Lewis 90

. Freedman “ ” 가 . 가 가 [16]. [20].



6. (Source: Evans, P. & Wurster, 2000[15])

가 . 가 6
 가 (Information Richness)
 가 (Customer Reach) [6].
 IV. 가 TV
 Evans Wurster[15]
 [17],[19]. IV
 , 가 가
 1. IT 가 가
 가
 [7]. () 가

TV 가 . Apple itune.com 1

가 가 CD

2. IT 가 [5]. Google

2.1. 가 Click

가 TV 가

2.3. (Interaction) Peer Innovation

(Information Asymmetry)

가 25 가 1996 4 5 8

가 10 2006 11

가 가 11

가 BlueNile.com 가 가

11 (Social Network) 11

가 가

Linux Wikipedia

[10].

2.2. - Longtail Model Peer Innovation , Gold Coportation

[23]. Prosumer(producer + consumer)

80% 가 MP3

2.4. 가

CD 1

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e-Business 가
- []
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