

论文

基于网络隐社区反链接挖掘的企业战略情报分析

李志义, 肖炯恩

华南师范大学经济与管理学院 广州 510006

摘要:

网络中的网址相互链接和反链接形成了“网络社区”,对其结构的挖掘和分析能观察到社区成员间的关系和意图。选择空软作为反链接的查询工具,通过对某知名软件公司的反链接主题分析划分出该公司的“隐社区”,然后根据隐社区的相关度和反链接的贡献值计算出战略代表值,再通过对该值最高的网址进行竞争情报挖掘,分析出其战略意图,最后提出相关的战略决策建议。

关键词: 隐社区 反链接分析 战略代表值 战略情报分析

Corporate Strategic Intelligence Based on Anti-link Mining in Hidden Web Community

Li Zhiyi, Xiao Jiongen

School of Economics & Management, South China Normal University, Guangzhou 510006

Abstract:

The inter-links and anti-links of URLs form "online community",and the relationships and intentions of community members can be revealed through excavation and analysis of its structure. In this paper,the KongRuan(KR) anti-link software is selected as an anti-link query tool to investigate the hidden communities of one famous IT company. Through digging and analyzing the company's website anti-link collections,the "hidden community" of the company is detected,and the strategic values is calculated according to the correlation contribution values and the anti-links of different linking objects. Then the top strategic values of URLs are used to analyze the company's potential competitive strategy,and the result is used to propose strategic suggestions from the aspects of both the company and its competitors.

Keywords: hidden community anti-link analysis strategic value strategic intelligence analysis

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通讯作者: 通讯作者E\_mail:

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