

## 网络外部性与企业纵向兼并分析

程贵孙, 陈宏民, 孙武军

上海交通大学安泰管理学院, 上海, 200052

## Network Externality and the Analysis of Enterprise Vertical Merger

CHENG Gui-sun, CHEN Hong-min, SUN Wu-jun

Antai School of Management, Shanghai Jiaotong University, Shanghai 200052, China

- [摘要](#)
- [参考文献](#)
- [相关文章](#)

Download: [PDF \(KB\)](#) [HTML \(KB\)](#) Export: [BibTeX](#) or [EndNote \(RIS\)](#) [Supporting Info](#)

**摘要** 运用垂直产品差异化模型,研究了产品具有网络外部性特征时,企业是否有实行纵向兼并的动机。研究表明,在具有网络外部性特征的产业市场中,企业更有动机去实施纵向兼并一体化战略,并指出在具有网络外部性特征的产品市场中,无论对厂商和消费者,纵向兼并后的市场结构的均衡效率都要优于非一体化的寡头市场结构的均衡效率。

**关键词:** [网络外部性](#) [质量](#) [纵向兼并](#)

**Abstract:** Through the model of product vertical differentiation, the paper analyzes whether there is the motive of enterprise vertical integration and unintegration in the product with network externality. The results show the enterprises have more motive to carry out the strategy of vertical merger and integration in the product market with network externality. And it shows for enterprise or consumer, that the equilibrium in the market structure of vertical integration is superior to one in the market structure of unintegrated monopolists.

收稿日期: 2005-05-12;

基金资助:中国博士后基金资助项目(2004036100)

引用本文:

程贵孙, 陈宏民, 孙武军. 网络外部性与企业纵向兼并分析[J] 中国管理科学, 2005, V(6): 131-135

### Service

- [把本文推荐给朋友](#)
- [加入我的书架](#)
- [加入引用管理器](#)
- [Email Alert](#)
- [RSS](#)

### 作者相关文章

- [程贵孙](#)
- [陈宏民](#)
- [孙武军](#)

没有本文参考文献

没有找到本文相关文章