

战略联盟、价值网络中关系形成的效用组合分析

董广茂^{1,2}, 李垣¹

1. 西安交通大学管理学院, 西安, 710049;

2. 西安工业学院经管系, 西安, 710032

The Analysis of the Formation of Relationships in Alliances and Value Networks: From the Perspective of Matches of Participants' Utilities

DONG Guang-mao^{1,2}, LI Yuan¹

1. School of Management, Xi'an Jiaotong University, Xi'an 710049, China;

2. Department of Economics and Management, Xi'an Institute of Technology, Xi'an 710032, China

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摘要 过于关注价值占有阻碍了人们对联盟及价值网络中关系的本质,即价值创造的理解。我们认为,价值创造关系是建立在联盟及价值网络中各经济主体的效用体系上的,这是一种彼此的效用相互得到满足的状态。当每个经济主体的效用空间不只是包含价值占有时,那么,为建立这样的效用体系,经济主体就可能在价值占有问题上做出让步。本文通过所建立的模型支持了这样的论点,而且,在一定的条件下,由价值占有引起的冲突也可在这样的效用体系下自动得到解决。

关键词: 价值创造 价值占有 效用体系 联盟 网络

Abstract: Too much attention to value appropriation impedes us to understand the essence of the relationships, that is, value creation, alliances and value networks. We think that the relationships should be based on a kind of utility systems among participants in alliances and value networks, which reflects a state at which the matches of the participants' utilities make each participant to get what he needs. In order to establish the utility systems, the participant(s) may concede to each other when questing for value appropriation, if each participant's utility space is not confined only to the utility from value appropriation. In this paper, a specific model is proposed to support our arguments, and we find that the conflicts arising from value appropriation may be resolved in a self-enforcing way, when possible.

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