

「全球架構下的台灣發展」討論會議紀錄_20150507

時間：104 年 5 月 7 日(星期四) 上午 12:00-14:00

地點：成功大學企管系 62457 教室

主持人：方世杰老師

與會者：方世杰老師、周信輝老師、蔡馥陞老師、楊鎮維老師、黃靜瑩老師、謝孟達老師、馮國豪老師、陳旻男老師、楊佳翰老師、曾娟娟老師、士欽、文艷、志豪、楊惠雯、陳曉鈴、昌家齊、子萱

會議紀錄

一、VCC 社群雖有名義的存在，但仍缺乏實實在在的互動與 commitment。鼓勵所有成員積極地利用 formal、informal 互動方式，特別是，礙於空間的障礙，虛擬(virtual)互動如 Line、facebook、LinkedIn 等的建立格外重要，以彌補實體互動的不足。

二、有鑒於此，請家齊能於一個月內建置好 VCC 網站與內容，文艷與士欽協助建置、蒐集相關資訊。

三、本 VCC 社群請各位老師要先了解 VBV 相關理論與觀點，包括何謂價值共創(value co-creation)、何謂價值基礎策略(value-based strategy)等。對於 IAC 產學 context 部分，則依各位老師的研究領域來決定，不一定侷限在 IAC 上。因此，關於 VCC references 上所 assigned and key papers，請各位老師先著重在 VBV 文獻部分，並請於往後會議，認領與導讀分享閱讀心得。

四、曉慶論文內容討論(僅供參考，請以會議為主)：

(一) 請注意問卷題項來源與信效度(孟達老師)

(二) 建議制度幾個相關構面加入“管理者所認知到的(perceived)...”字句(鎮維老師)

(三) 提供論文一個亮點「間接制度的影響比直接制度大是否是到 context (e.g, 中國)的影響」(馥陞老師)

(四) Research background 建議多思考從理論面來撰寫研究動機，取代原來的實務面(e.g., 中國目前現況促使本研究做此研究...)(馥陞老師)

五、VCC 文章導讀分享(娟娟老師導讀 Bowman & Ambrosini (2000)一文)(僅供參考，請以會議為主)：

方老師提點如下

(一) 本文是從 supplier 面而非 customer 面探討 value creation。

(二) 探討 what is value 時，需先確認是問誰(使用者、廠商...)的 value。

(三) 我們仍根據當初計畫案將 value creation 定義為 V-C，而 value capture 則會受到(1) bargaining power, (2) resource dependence theory 的影響。

六、本社群的重要時程

(一) 為利於下學期社群 meeting 會議的安排，請各位老師在下學期排課時，先將星期四中午時段空下來，謝謝。

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3. HBR （共 5 篇）

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