

# Implementing New Business Models in For-Profit and Non-Profit Organizations: Technologies and Applications

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## **Section 1**

### **Implementing New Business Models in For-Profit Organizations**

#### **Chapter 1**

<b>Emerging Business Models: Value Drivers in e-Business 2.0 and towards Enterprise 2.0 .....</b>	<b>1</b>
<i>Te Fu Chen, Lunghwa University of Science and Technology, Taiwan</i>	

This chapter introduces and develops a concept of e-Business 2.0 and having it implemented in the out-most circle of the figure helps provide a better overview and framework for this research. This research also makes a distinction between an internal and external focus. This research looks at e-Business 2.0 and has an external focus. E-Business 2.0 pure players depend on Web 2.0 to create and appropriate value with a focus to external customers, instead of internal organisations. Enterprise 2.0 looks at Web 2.0 technologies and practices within organisations and businesses and is therefore, referred to as internal focus. Enterprise 2.0 is the term used to describe how a Web 2.0 approach can be used to work more collaboratively together in business. However Enterprise 2.0 is much more than just 'Web 2.0 for business'. It will provide the infrastructure for technologies and application of new business model.

#### **Chapter 2**

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<i>Moria Levy, Israeli Knowledge Management Forum, Israel</i>	

This chapter suggests a new management framework for managing today's knowledge workers. This framework is based on three perspectives: analyzing the manager's tasks, observing the knowledge worker's behaviors and expectations, and management recommendations via suggested underlying guiding principles. Together, these construct a framework for the new era's manager, defined here as the 2.0 manager.

### **Chapter 3**

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<i>Chieh-Heng Ko, Chung Hua University, Taiwan</i>	

This chapter adopted modified data envelopment analysis (DEA) to measure the relative operational efficiency of international tourist hotels in Taiwan. After using DEA to evaluate hotel's operational efficiency this research used a qualitative approach to further explore the critical success factors that contribute to hotels having good performance in Taiwan. Through determination of these factors, this research provides hotel managers with a list of advice and recommendations to develop effective strategies and a new business model to meet a highly competitive environment.

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Knowledge Management Approach as Business Model: Service Industry Prospective.....	73
<i>Viju Mathew, College of Applied Sciences Salalah (MOHE), Sultanate of Oman</i>	

This chapter intended to bring forward various KM strategies specially framed for the service industries looking forward for the global market and need to create advantage in providing customer satisfaction and enhancing the growth prospects, applications in organizations, indicate how to improve knowledge based performance and act a base for the service industry for developing innovation, creating global opportunities for better service. The case study highlighting knowledge strategies is designed to achieve the required knowledge sharing and output. Open ended and closed ended strategies plays a significant role in collaborative learning, development, building the potential and providing the knowledge-creation and sharing capacities needed for strategic formulation and decision-making to create competitiveness.

### **Chapter 5**

Role of Small and Medium Sized Enterprises in E-Supply Chain Management: A Case Study.....	97
<i>Fang Zhao, American University of Sharjah, UAE</i>	

This chapter studies the role that small and medium-sized enterprises (SMEs) play in the e-supply chain management. It has two objectives: (1) it explores how a SME embraces and implements electronic supply chain management (e-SCM) and the challenges facing it, and (2) it develops strategy to deal with the challenges. The chapter draws upon a case study of IFC Global Logistics (IFC), a small-to-medium-sized third party logistics provider. The case study illustrates how the SME embraces enabling technologies, the Internet, and modern business practices to integrate its supply chain management processes and to create for itself differentiation and a competitive advantage in the tough logistics industry. Based upon a literature review and the case study, the chapter explores effective strategy for SMEs in e-supply chain management.

### **Chapter 6**

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<i>Hsiang-Yi Lin, Ching Yun University, Taiwan</i>	
<i>Li Lin, Tamkang University, Taiwan</i>	

This chapter discusses the meaning and internal and external mechanisms of Taiwan's corporate governance, explains why this kind of mechanism cannot prevent the agency problem, and demonstrates the importance of business ethics by looking at the flaws in Taiwan's corporate governance. Other questions addressed in this study include what limitations are in the internal and external mechanisms of Taiwan's corporate governance, what makes the agency problem seem inevitable, and whether business ethics may compensate for the shortcomings in Taiwan's corporate governance. The findings of the new business model are discussed.

## Section 2

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*Yuan-Chu Hwang, National United University, Taiwan*

*Min-Ching Chen, National Chiao Tung University, Taiwan*

This chapter discusses how the emerging Web 2.0 collaborative approach is applied to English writing courses and its performance. In this chapter, it will introduce a collaborative learning approach based on Web 2.0 that facilitates the collaborative English learning for universities in Taiwan. Teaching English writing for universities in Taiwan focuses on traditional writing teaching methods. Usually, teachers try to explain the rules and use the textbooks, and students are just listeners during the writing class. The writing course may lack interactions between students and teachers. How teachers utilize the Internet in writing course and encourage collaboration between students becomes an important issue in NPO's performance.

#### Chapter 8

A Case Study of Integrated Innovation Model in the Cultural Innovation Industry in Taiwan..... 155

*Te Fu Chen, Lunghwa University of Science and Technology, Taiwan*

This chapter indicates the development of the cultural innovation industry, and encompasses culture, art, technology, and local traditions. It also describes the procedures of promotions formulated for the development of the cultural and creative industry, including definition, scope, development, strategies and government assistance. This chapter is intended to give the general public an idea of the chain effects expected to bring for the society by the development of the cultural and creative industry. And it was focused on case study based on qualitative analysis, literature review and in-depth interview, discussing inner management and external relations in Liuli Gongfang, in order to offer the concrete suggestion of development in the future.

#### Chapter 9

An Innovative Business Model in NPOs: From Venture Philanthropy 1.0 to 2.0 ..... 184

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This chapter integrates a different, new business model of venture philanthropists with different theories of worldwide scholars, practitioners, undeveloped, developing and developed countries to construct an innovative business model: Philanthropy 2.0. It integrates Web 2.0 technology with trust and relationships to build a network platform of Philanthropy. 2.0 is the key to successfully connect VP with donors, charities and funders. It hopes to help NPOs to connect supporters, donors with other donors and supporters and with charities, NPOs, and organizations to share knowledge and experiences, and finally, to help the people who are most in need. Meanwhile, charities, NPOs, and organizations all are able to achieve self-growth and sustainable operation to reach triple win.

### Section 3

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##### Chapter 10

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<i>Yih-Chang Chen, Chang Jung Christian University, Taiwan</i>	

The chapter introduces a new approach—Empirical Modelling—to computing and business modelling. Today most business processes rely on informal knowledge and social behavior, but these are areas which have not, so far, been well suited for modelling with computer-based techniques. For this, we introduce Empirical Modelling to modelling with computers, which has natural application to business process modelling. This chapter proposes a way of applying this approach to integrated system development with BPR. A framework using this approach, SPORE (situated process of requirements engineering), is extended to encompass applications to participative BPR (i.e. supporting many users in a distributed environment). An outline of an application of these methods to a warehouse management system is included.

##### Chapter 11

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<i>B. K. Mangaraj, Xavier Labour Relations Institute, India</i>	

This chapter presents a multi-criteria promotional model for a rural product of a co-operative society in TV channels through popular programmes. An interactive fuzzy goal programming model has been developed for the purpose of handling this problem for selection of TV programmes in some networks for communicating the message of the product. A case study in Indian context has been considered for highlighting the promotion of handloom products by the bottom-of-pyramid producers of the Indian economy to be marketed in all segments through an optimal media selection process.

##### Chapter 12

Implementing an Electronic Infrastructure: Developments in Banking in Germany and Finland.....	266
<i>Reima Suomi, University of Turku, Finland</i>	

This chapter discusses the banking industry as a user of Internet and other modern information and communication technology (ICT). Author uses Germany and Finland as case examples and make comparisons between them. His research idea is that the banking industry has utilized several technologies of computer networking over several decades, and also got a “flying start” to the Internet technologies, that nowadays are a backbone of the banking industry. This chapter makes a comparison between the developments in Germany and in Finland.

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<i>Md Mahbubur Rahim, Monash University, Australia</i>	
<i>Mohini Singh, RMIT University, Australia</i>	
<i>Mohammad Quaddus, Curtin University, Australia</i>	

This chapter reports a study on B2E portal use and employee attitudes from a large Australian university, and highlights that employees’ attitudes towards portal use are only somewhat positive, and not overwhelmingly favourable. Although not statistically significant, attitudes of employee varied based on age and educational background. Senior management of organisations should thus formulate strategies to develop positive attitudes for portal use to accelerate its diffusion among employee community. Such strategies should take into consideration of the possible effect of employees’ age and educational characteristics.

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<i>Ti Hsu, Chinese Culture University, Taiwan</i>	
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<i>Pu Chuan Li, Chinese Culture University, Taiwan</i>	
<i>Min Chi Tsai, Chinese Culture University, Taiwan</i>	
<i>Yu Kai Tsai, Chinese Culture University, Taiwan</i>	
<i>Sheng Hong Su, Chinese Culture University, Taiwan</i>	

This chapter indicates the present study was designed to evaluate Web users’ behaviors related to the music piracy empirically. In light of the newly ratified copyright law in Taiwan, the behavioral intentions of Web users towards the music downloading and/or P2P file sharing were studied using a sample of 317 of Taiwan’s Internet users. Results indicated that Web users were likely to reduce or modify their behaviors in order not to be in conflict with the new law. Results also showed that methods of music piracy used by respondents had nothing to do with lifestyle, but were more correlated to Internet self-efficacy.

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*Liang Cheng Huang, National Taiwan University, Taiwan*

The purpose of the chapter was designed to bridge the gap and to update the Internet self-efficacy scale. Based on a sample of 1123 college students with 10 different majors in the northern, central, and southern portions of Taiwan, a new Internet self-efficacy scale based on 26 items was developed and validated statistically. The new version of the Internet self-efficacy scale was composed of five domains including: blogs, auction, video sharing, photo albums, and wiki.

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