

The Law of Business Model Innovation of New Enterprises

Wenqin Li, Xinyue Yan

School of Xi'an University of Science and Technology, Xi'an, China

Abstract

Current, based on Internet technology we can see there are a large number of new business models are rapidly emerging, the business model to the development of the enterprise to win an absolute competitive advantage, which also implies a very important law of innovation in this paper, from the new business model in the process of enterprise development, through the analysis of the importance of this paper discusses the limitations existing in current electronic commerce enterprise business model, from the perspective of network capability of business model innovation methods is discussed, and focuses on the e-commerce business model innovation methods, summarized and enlightenment from the Angle of management.

Keywords

New enterprise, Business model, Innovation law.

1. The Importance of an Enterprise's Business Model

At present, the competition between enterprises is competition between products, more important is the competition between business models for a company to choose business model and build their own unique business model is an important part of enterprise management work with industry and the environment changes, business model also need to constantly change.

First, the effective commercial mode is advantageous to the enterprise ability and the resources effective integration, thus forming a unique competitive advantage Efficient business model can effectively remove the choice of low efficiency and low output value of production, put the focus on high output and high benefit of production, to achieve the efficient allocation of corporate resources, create more value for enterprises, promote the benign operation of the second financial work, the effective commercial mode is conducive to the realization of enterprise strategy to grasp the enterprise's internal and external resources, take the strategy as the forerunner, specific planning organization and coordination and control, etc. Embodiment of the enterprise strategy, fully stimulate the enterprise resources and ability advantage Finally, an effective business model can promote the sensitivity and prediction ability of enterprises to the market, and actively carry out their own changes to adapt to the changes in the outside world and their own transformation.

2. The Business Model of E-commerce Enterprises' Limited

2.1. Separation of Online and Offline Services

Many domestic enterprises in the e-commerce marketing, generally takes the management mode of online and offline simultaneously after many customers in online shopping, payment will be through the network bank and other software, then by e-commerce companies to send goods to express company, in the process of the consumers cannot truly to realize goods, so easy to make consumer after the goods are not satisfied with goods while many vendors implement online sales at the same time, but as a result of both in a separate state for a long time, the situation make consumers interests cannot be guaranteed.

2.2. Lack of Strategic Alliances

According to the current development of China's national conditions, most e-commerce enterprises have the following types of cooperative relationships: first, e-commerce enterprises have formed a cooperative relationship without any competition for interests; Second, in order to obtain a certain investment benefit in a certain business, and seek for a win-win partnership; Third, the strategic alliance between the two sides is in a state of opposition, but it is formed because of some interests. Fourth, one belongs to the other side of the supplier, in order to meet the market demand and form the relationship between the suppliers and management for various electronic business enterprise will be mostly independent management as the core mode, the lack of good communication between each other and communication, strategic alliance is formed by lack of stability and effectiveness, and then to the enterprise survival is buried under the larger safe hidden trouble.

2.3. Lack of Channel Access

In the current e-commerce market, a lot of electricity in order to faster growth, widespread copycat phenomenon such as: many e-commerce enterprises are based on a Vipshop taobao and other large shopping platform, and open a flagship store, few businesses to establish their own unique brand even if some of the new e-commerce enterprises will imitate large enterprise management mode, but will still because of the lack of capital technology and other conditions, make the enterprise actual project was bankrupt, or even run up the effect not beautiful.

3. Innovation of Business Model from Network Capability Perspective

3.1. Network Strategic Ability and Business Model Innovation

Web strategy is the enterprise business model innovation should have the conceptual skills in 1996, Steve jobs, boldly reform with apple's rivals Microsoft strategic comprehensive cross licensing agreement is the grasp of the opportunity, just had later iMac, iPod, iTunes iphone, network strategy ability will find important partner for the enterprise, the partners may be suppliers retailers, customers, and even competitors through in-depth communication with partners, to capture business opportunities.

3.2. Network Relationship Ability and Business Model Innovation

Network capacity is based on the strategy of network capacity expansion and network construction of maintenance management activities such as network relations not only profit oriented, more interactive mutual benefit founder wei wang repositioned along abundant since 2011, from simple operation to integrated logistics service supplier, include transportation services business services supply chain services, warehousing logistics services and financial services five big business after the transformation is made to the former supply chain extension Sf express's network relationship ability helps sf express to identify the market segment of services and the needs of customers. By designing key businesses, sf express can expand its channel strength and become a comprehensive service provider of logistics services.

3.3. Network Operation Capability and Business Model Innovation

Network capacity is to plan to organize the implementation of enterprise management and control, is closely related to products and services to create the various the floorboard of the management of Jingdong is to extend its business activities to the supplier's production and operation of first, jingdong USES powerful north and south two big cloud computing research and development base, covering the whole end-to-end network shopping process, collect mass complete user consumption records, through the technology of data analysis, get the

customer requirements such as marketing data, which will provide a scientific basis for the supplier's production and business operation decision. Second, jingdong API data link with thousands of suppliers, ensure real-time seamlessly with suppliers in the end, the data link up jingdong and production chain upstream and downstream partners, such as jingdong initiative its partners use of clean energy to replace the new energy car construction of distributed photovoltaic energy, zero pollution, fulfilling the responsibility of protecting the environment, to establish ecological win-win alliance.

4. E-commerce Enterprise Business Model Innovation

At present in our country, each enterprise in the market competition is no longer a competition between products, also need to electronic business enterprise to its traditional business model to constant innovation so that we can think that the development of e-commerce in the future is good or not depends largely on whether the model can be a big breakthrough and change, and entirely new business models need to be able to replace the old business models, customers and society to create new value for the company.

4.1. The Freemium Business Model

Free business model the main function of type can be free for the general customers to provide the corresponding service content, and on this basis, some corresponding value-added charge, so as to meet the demand of Internet + environment, allows users to experience to goods, raise the satisfaction of the site, enhance business e-commerce enterprise benefit.

4.2. Promote the Application of E-commerce in Key Areas

Attention to the development of rural electric business and community electric business, promote rural electronic commerce information service, improvement and innovation and development mode, enhance the level of the function of e-commerce services and at the same time encourage the development of industry of electronic commerce, actively guide industry vertical supply chain integration services development, improve the platform ability of resource integration and cross-border electronic commerce development, actively pilot, promote the traditional international trade business process to digital and networked development.

4.3. Open Business Models

Excellent enterprise in constant communication and communication improve the work efficiency, in the process of developing its own resources to the greatest extent, significantly reduce operating costs, thus gain more profit, this model of business is called an open business model which can promote the successful business model and effective integration between partners, promote the electronic commerce enterprise operation efficiency and operation efficiency to reduce the cost of investment, such as some of the biggest e-commerce companies will adopt the way of m&a, integration of small electronic business enterprise, and then to site planning and structure adjustment, make them form a new open business models.

5. Managerial Implication

5.1. Strengthen Their Network Capabilities

Network strategic ability can help enterprises to identify valuable network cooperation opportunities and reliable network partners, form a cooperative team in the best time, and take advantage of business opportunities to carry out cooperation; Establish strategic partnership alliances to extend the enterprise's value business up and down the partners, and achieve cost minimization and value maximization through unified coordination of value

chain cooperation; Help enterprises effectively coordinate various problems in cooperative operation, and find problems that can be improved in operation and potential business opportunities.

5.2. Set up a Network Capability Building Group

Network capacity building needs, from the perspective of the senior executives with strategic vision, can predict the future direction of industries and enterprises, and in a timely manner in the process of network build team, hold people responsible for network cooperation business when the enterprise organization structure and network cooperation ability to build network business, top managers want to dominate the organization structure change, overcome dissecting and tunnel line of sight to the enterprise internal horizontal cooperation and horizontal cooperation between enterprises to bring obstacles, make more flat organization structure, enterprise internal organization network cooperation oriented, flexible adjustment.

The continuous development of information and communication technology, the Internet will lead the development trend of e-commerce times can not only promote the development of our country's economy is better, but can also offer jobs to more college students due to the continuous development of era, the traditional electronic commerce has been unable to meet the needs of the people present, only the traditional e-commerce combined with actual situation, to innovate the mode of continuously, to promote China's e-commerce has more development prospect in the future, that will also have a greater impact on our country's economy.

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