

平台經濟下智慧環保商業模式創新研究論文摘要

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摘要

平台經濟正在主導世界經濟。目前世界上 100 家最大的企業中有 60% 的企業從平台市場或網路中獲取了大部分收益。我們瞭解產業平台的需要是源於對一種具有普遍現實特徵並折射出重要產業組織與企業策略理論問題的探索。

在當前網際網路、物聯網、大數據、雲端運算、製造業網路化、工業 4.0 的國際趨勢下，產業邊界與企業邊界越發模糊，這使企業間、產業間的網路關係越發密集交錯，更容易產生企業與產業的共同成長問題。可以預計，越來越多的產業平台將不斷湧現。

有鑑於此，本研究擬透過對平台模式的研究，探索平台企業商業模式的共性與特徵，來建立適於智慧環保的平台模式，來促進環保企業的轉型與企業環保目標的達成。

關鍵詞：智慧環保、平台商業模式

Abstract

The platform economy is leading the world economy. Currently, 60% of the world's 100 largest companies receive most of their revenue from the platform market or the Internet. We understand that the need for an industrial platform stems from an exploration of a theory with universal realities that reflects important industrial organization and corporate strategy theory.

In the current international trend of Internet, Internet of Things, big data, cloud computing, manufacturing network, and industry 4.0, industrial boundaries and corporate boundaries are becoming more and more blurred, which makes the network relationship between enterprises and industries more densely intertwined. It is more likely to create problems of common growth between enterprises and industries. It can be expected that more and more industrial platforms will continue to emerge.

In view of this, this study intends to explore the commonality and characteristics of platform business models through the study of platform models to establish a platform model suitable for smart and environmental protection, to promote the transformation of environmental protection enterprises and the achievement of corporate environmental goals.

Keywords: Smart environmental protection, platform business model