

成功電子商務策略發展之模式-以網路商店Grace gift為例

許秋萍, 賴思存, 林恩萱

企業管理學系

管理學院

chiuping@chu.edu.tw

摘要

As the Internet and mobile devices continue to expand, electronic commerce has explosively grown and consumers have rapidly increased for online purchase. An increasing number of customers purchase diversified products on the Internet, it is important to study the business mode of successful online stores. The purpose of this paper is to discuss the key factors that affecting a successful online store. The authors employed two major conceptual models as our analysis tool, including the e-commerce strategy management produce and e-commerce business model. We use a case that has been popular and widely discussed in the e-commerce field which is Grace gift online shop. The results indicate that strategy and business model of e-commerce served as criterion variables for an organization' s sustaining and competitive advantage.

關鍵字：e-commerce, strategic management produce, e-commerce business model