

Core competencies of VO

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Types of Vo

Purpose of Virtual Orginazation:

1.Trade

2.Hobbit

3.Fantasy

4.Relationship

Michael Porter: Five competitive force

1. Bargaining power of Buyers
2. Bargaining power of Suppliers
3. Entry of competitors
4. Threat of substitutes
5. Rivalry among the existing players

VO as a profit organization

1. Buyers

2. Suppliers

3. Potential Entrants

4. Substitutes

5. Industry

Competitors

1. Company who buy
AD

2. Consumer

Keep them willing to
pay

VO as a profit organization

1. Buyers

2. Suppliers

3. Potential Entrants

4. Substitutes

5. Industry

Competitors

1. Technique

2. Click rate

3. Money

4. Product

Keep them charge
less

VO as a profit organization

1. Buyers

Yahoo? EBay?

2. Suppliers

Amazon?

3. Potential Entrants

4. Substitutes

5. Industry

Competitors

VO as a profit organization

1. Buyers

2. Suppliers

3. Potential Entrants

4. Substitutes

5. Industry

Competitors

1. Media with AD
function; Database
provider;

2. MSN, BBS

VO as a profit organization

1. Buyers

Similar VO

2. Suppliers

3. Potential Entrants

4. Substitutes

5. Industry

Competitors

Reference

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- http://www.valuebasedmanagement.net/methods_porter_five_forces.html

Can VO exit without any of these competencies?

Which competency is most important? EBay and Blogs respectively.