



Value networks in on-line services development and management

Lecturer: prof. dr hab. inż. Marcin Sikorski (WZiE)

Course summary:

Companies and industries nowadays use the internet not only as a communication channel, but as an environment in which networking with potential business partners plays an important role. As a result, virtual networks of business partners working in specific value chains are increasingly common in on-line services, in e-business and in e-commerce. The nature of specific value networks depends on business goals of specific partners, and to which degree companies (B2B – Business-to-Business) or individual customers are involved (B2C – Business-to-Consumers). Through regular interactions values are transferred among business partners within a specific business model. Subsequently, from value transfer trust-based relationships emerge, are based on Customer Relationship Management (CRM) concept, resulting in increased customer loyalty and in a positive attitude to a specific brand.

During this course specific techniques will be presented, useful for analyzing and modeling value networks in on-line interactions. Analysis, design and prototyping will be supported by case studies and group assignments, which relate theoretical part of this course to existing practices in e-business environment.

Course outline:

1. E-business environment and e-business alliances.
2. Service value chain in IT-supported work environment.
3. Service dominant logic in e-business and everyday life. Values and value networks related to various industrial products and services.
4. Interactions as a vehicle for value transfer:
 - a. company-company interactions (B2B)
 - b. company-customer interactions (B2C).
5. Customer Relationship Management (CRM) as a basis for contemporary e-business.
6. Understanding value streams and value networks.
7. Techniques for modeling business networks and value networks.
8. Case studies and teamwork – task assignments.
9. Implications for design management of on-line services.
10. Current trends in developing value-based on-line services.



Terminy wykładów			
Data	Dzień tyg.	Godzina	Sala
2015-11-19	Cz	16.15-21.00	WZiE 209
2015-11-20	Pt	16.15-21.00	WZiE 202
2015-11-21	So	9.15-14.00	Gm. B, 806