

价值系统形成与演变机理

——基于价值链（网）理论的分析

于萍 著



The Formation and Evolution Mechanism of Value Systems

An Analysis Based on Value Chain (Network) Theorie

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前 言

追求利润是企业的本质。企业在追求利润过程中，价值发现、价值创造、价值传递与价值实现的活动贯穿着企业行为的始终。因此，对价值系统及价值源泉问题进行深入探索，揭示价值创造过程中的价值生成与分配的基本原理与演变规律，对以价值增值为目标的企业行为进行解释，并对其战略定位与战略调整提供行动指南，是市场活动中社会实践对经济理论研究者提出的恒久课题。

价值链概念的提出，以及之后的价值链（网）理论的不断发展，为企业组织行为研究与战略定位提供了重要分析方法，并为后续研究奠定了理论基础。但是，在价值链（网）理论的持续研究中，仍然存在某些局限性：学者们对价值链大多局限于管理学意义上企业战略定位的研究范畴，在经济学意义上的理论解析与深入挖掘不够充分；研究者往往静态地和横向地分析企业的战略定位，且常常陷入以企业为中心，即由内而外地思考与建构企业价值系统的思维惯性；各种价值链（网）理论发展与建树均自成体系，学术界对价值及价值网络系统形成的研究尚缺乏系统的理论整合。

本书以价值链（网）理论为基础，试图揭示价值及价值网络系统形成与发展的内在机理。即从市场需求的角度出发，纵向的、动态的、由外向内的思维方式，重新解释价值系统中价值的基本含义，构建价值网络系统的纵向结构分析框架，解析价值网络系统构成要素的影响作用及其权变过程，以及由此而决定的企业行为。具体研究的逻辑脉络从如下四个方面展开：

（1）重新解释价值系统中价值的含义，解析价值生成与分配的基本原理。本书从价值这一基本概念出发，通过对交易收益的解析，明晰

价值系统中价值的基本含义，并借用“市场价值”表现这一含义，探索市场价值生成的基本原理；通过观察供求关系及变化，解析在市场价值创造过程中，价值收益在价值系统纵向结点主体之间的分配关系；

(2) 阐述价值链（网）的基本含义与价值系统形成机理。本书基于交易收益与交易成本的基本概念（并强调交易收益概念）解释价值网络的组织效率，并揭示一个包括发现、生产、传递与实现的完整的价值系统中影响市场价值增值的三大关键要素：顾客价值、网络价值与企业价值；

(3) 建立价值网络系统纵向结构的动态演变分析框架，分析市场价值生成的三大要素影响作用的权变过程，以及市场价值在各要素之间的分配与转移问题；

(4) 在价值网络系统的纵向结构动态演变分析框架基础上，借用价值链（网）与顾客价值等相关前沿理论，分别阐述顾客价值、网络价值与企业价值三大要素的基本含义及其构成，及纵向市场结构中企业建立战略优势的关键环节和核心要素的确定；解析在不同纵向市场结构条件下企业建立战略优势的关键环节和核心要素的演变与转移，以及由此而导致的企业战略行动的改变。

基于如上思维逻辑脉络，本书的研究内容分为六章：

第一章：绪论。阐述选题的背景与问题，选题的研究视角及研究范围，选题的理论意义与现实意义，研究的基本方法、技术线路及基本内容。

第二章：理论综述部分。在理论文献搜集与整理的基础上，分别对价值理论、波特价值链理论，以及价值链理论的发展：价值网理论、虚拟价值链理论、价值模块理论、价值星系理论等进行了比较系统地阐述与评价。

第三章：理论研究进展部分。首先，阐述并解析市场价值及网络价值的概念体系；其次，分析价值网构成要素、价值网的要素价值动态演变与机理；最后，构建纵向市场结构与价值形成要素动态演变分析框架。

第四章：阐述价值构成三大基本元素构成体系。包括：价值构成基本元素 1——顾客价值体系的概念、构成元素及动态演变；价值构成元

素2——网络价值体系的概念、构成元素及动态演变；价值构成元素3——企业价值体系的概念、企业市场优势定位及企业价值创新途径。

第五章：借鉴扎根理论研究方法和区域经济发展的相关案例，运用数据与实例充实本书的研究主题与内容。本书选择九家具有一定代表意义的企业，通过大量二手资料和一手资料的搜集与分析，整理出开放性译码和主轴译码，归纳出三种类型企业赢利优势要素的主范畴，并进一步提炼统出核心范畴。同时，通过理论应用案例——本溪市钢铁深加工发展纲要的解读，阐述价值网络系统理论的使用原理与应用价值。

第六章：研究结论总结与进展，及对于未来研究方向的展望。

本书最终要表达的基本思想是：（1）在价值网络系统中，“价值”是指在市场交易中新生成的价值增值，本书称之为市场价值；（2）顾客价值、网络价值、企业价值是影响价值系统的市场价值基本要素，且随着市场环境的变化，三要素之间具有某种主导性的替代作用；（3）公司市场优势分析与公司战略定位应该是在市场横向结构与纵向结构二维坐标中确定与完成；（4）在当今市场活动中顾客价值已经成为企业行为的主导性元素。本书的理论进展主要表现在以下三个方面：

第一，重新解释了价值系统中价值的概念。产业经济学和价值链（网）相关理论及文献中，对于价值链（网）中“价值”一词并没有给出经济学意义上的准确定义。本书从“价值”的原始含义出发，在古典经济学价值论的基础之上，对“价值”的主观判断性进行了重点阐述，厘清了“价值”与“交换价值”之间的区别，将价值解释为在市场交易中新生成的价值增值，并借用“市场价值”一词来表现。“市场价值”是指所有交易者（包括消费者）在交易过程中获得的价值增值之和。价值概念的重新定义为本书后续的价值系统研究奠定了概念基础。

第二，对市场价值概念进行深入分析。首先，本书分析了交易收益与交易成本对“市场价值”的双侧影响。文中系统地阐述了市场交易的本质，即参加交易的所有人都期望从中获得超出其支付成本的价值。并从增加市场“交易收益”和减少市场“交易成本”对市场价值增值的正向影响进行了双侧分析，强调包括消费者在内的参加交易活动的所有成员均在交易中获得利益，提出了通过提升交易收益（包括增加企

业价值、顾客价值和网络价值)促进市场价值增值的企业创新途径。之后,本书分析了市场供求关系对市场价值分配的影响。文中阐述了供求关系对“市场价值”在交易成员之间的分配关系影响的基本原理。提出价值系统纵向市场结构决定成员之间的供求关系,进而决定交易者关于交易价格的谈判能力,导致市场价值在交易者之间的不同分配比例。

第三,初步形成以纵向市场结构为主线的价值网络系统动态分析架构。本书以产业经济学结构—行为—绩效的基本原理为指导,在解析了价值网络系统中市场价值构成元素的产生机理,纵向市场结构对企业行为和对市场价值在网络系统成员之间分配的动态影响,以及价值系统中市场价值的三大基本构成元素:顾客价值、网络价值、企业价值的形成机理的基础上,提出了市场价值影响主元素由价值生产向价值传递,再向顾客价值创造的网络系统动态演变规律。同时分别对顾客价值、网络价值、企业价值三大元素的内涵与构成,及其影响作用的演进过程进行了详细与系统的描述,初步建立了以纵向市场结构为主线的价值网络系统动态分析框架。

第四,拓展了公司市场战略优势理论分析维度。本书认为,价值网络系统纵向结构对于公司赢利能力同样具有重要的影响作用。提出公司市场优势分析与公司战略定位应该是在市场横向结构与纵向结构二维坐标中确定与完成。这是从价值网络系统纵向结构角度,对公司市场战略优势影响理论有价值的拓展。

进一步地,通过选择具有一定代表性九家企业作为观测样本,并对这些企业相关资料的搜集、分析与整理,归纳出“价值生产”、“价值传递”和“价值创造”三种不同导向性的企业经营类型,提炼出影响各类型企业赢利优势的价值元素集。

于 萍

2013年8月20日

Abstract

The pursuit of profit is the essence of any business. In the course of pursuing profit, value discovery, value creation, value transfer and value realization activities are always evident throughout corporate behavior. Therefore, in – depth study on the source of value, to explore and reveal the basic principles and evolution pattern of the value generation and distribution, and to provide a guide to action on strategic positioning and strategic adjustment to value – building enterprises, is an enduring subject derived from social practice in the market economy for economic theory researchers.

The proposal of the concept of value chain, and subsequent continuing development of the value chain (network) system theory, opened the door to many important analytical methods adopted in enterprise organizational behavior research and strategic positioning study, and laid theoretical foundation for further study. However, there are still some limitations in the ongoing research of value chain (network). Researchers' attention on value chain (network) has largely been limited to areas of strategic positioning of enterprise managerial significance, and theoretical analysis on its economic significance has been inadequate. Researchers often statically and transversely conduct analysis on enterprise strategic positioning, and often slide into the inertia of thinking centered on enterprise, to think from the inside to the outside, and to construct enterprise value system. Many theories of the value chain (network) and the achievements are self – contained; research in value and value network system thus far is deficient in systematic theoretical integration from the academic community.

This book attempts to elaborate the mechanism of formation and development of value and value network. From the perspective of demand, using the way of outside – in thinking, this paper re – interprets the basic meaning of market value, vertically and dynamically constructs a vertical structure analytical framework of value network system, and resolves the influencing role and contingency process of constituent elements of value network system and the resulting corporate behavior. The logical context of this research can be expanded into the following four aspects:

(1) Re – interpret the meaning of market value and resolve the fundamental principles of value system generation and distribution. Using the basic concept of value as a starting point, by means of analyzing transaction gain, this paper clarifies the basic meaning of value in value system, and demonstrates this concept by borrowing “market value” to investigate basic principles of value chain generation. In addition, through observing the changing relationship between supply and demand, this paper resolves the distribution relationship of value gain among longitudinal nodes in a value system in the market value creating process.

(2) Elaborate the basic meaning of network value and its formation mechanism. This paper explains organizational efficiency of value network based on the basic concepts of transaction cost and transaction gain (with emphasis on the transaction gain concept). In addition, this paper reveals the three fundamental elements affecting market value appreciation, namely customer value, network value, and corporate value, in a complete value system which includes components of discovery, production, transfer, and realization.

(3) Establish a vertical dynamic evolution analytical framework of value network system; analyze the contingency process on the influence of the three fundamental elements affecting market value creation; examine the allocation and transfer of market value between elements.

(4) On the basis of vertical structure dynamic evolution framework, borrowing from the forefront of the value chain (network) related academic

work, this paper illustrates the basic meaning and composition of the three fundamental elements, namely customer value, network value and corporate value. This book illustrates key steps and core elements for enterprises to establish strategic advantage in vertical market structure. In addition, this book resolves the key steps and evolution of core elements for enterprises to establish strategic advantage under different vertical market structure, and the corresponding change in corporate strategic initiatives.

Based on the above logical context, this research book is divided into six chapters.

Chapter 1, Introduction, recapitulates background, issues, research perspective and scope of the study, elaborates theoretical significance and practical significance of the topic, summarizes methodology and technique adopted in the research, and provides a summary of contents.

Chapter 2, Summary of theoretical framework, on the basis of theoretical literature research and consolidation, provides systematic elaboration and evaluation on value theory, Porter's value chain theory, and the development of value chain theory, value network theory, theory of virtual value chain, value modularity theory, and value constellation theory.

Chapter 3, Progress of theoretical research of this book: first, analyzes and explains the concept of market value and network value; second, examines the constituent elements of value network and their dynamic evolution process and mechanism; finally, constructs a dynamic evolution analytical framework of vertical market structure and elements of value creation.

Chapter 4, Describes the three fundamental elements of value formation within the value formation system, including: value formation fundamental element 1), the concept of customer value system, its constituent elements and dynamic evolution; value formation fundamental element 2), the concept of value network, its constituent elements and dynamic evolution; and lastly, value formation fundamental element 3), the concept of corporate value system, corporate market advantage positioning, and pathways to corporate value innovation.

Chapter 5, Adopting grounded theory research method and relevant local economic development case studies, employ data and examples to enrich the research themes and content. This article selects 9 representative businesses, through large amount of second – hand and first – hand data collection and analysis, to resolve the open coding and the axial coding, and recapitulates the main areas of profitability advantage of three types of business, as well further refines the core areas. At the same time, through the interpretation of a theory application case – Outline for the Benxi City Steel DeepProcessing Development Program, elaborates the utilization principles and application significance of the value network system theory.

Chapter 6, Summarize research findings and progress, and present an outlook for future research direction.

The central conclusion of this book: within the value network system, customer value, network value, and corporate value are fundamental elements of value construction. The relative dominance of individual element alternates with changing market environment. Company market advantage analysis and company strategic positioning should be determined in the two dimensional coordinates that is comprised of market horizontal structure and vertical structure. Customer value has become today's foremost element determining corporate behaviors.

Theoretical innovation made by this book is mainly reflected in the following three aspects:

(1) Re – interpreting the concept of value in the value system. Industrial economics and value chain (network) theory and literatures have yet to provide a precise definition in the subject of economics of the word “value” in the value chain (network). Starting from the original meaning of the “value”, this book elaborates the subjective judgment of “value” by focusing on the value theory in classical economics. In addition, this book clarifies the distinction between “value” and “exchange value” in which value is interpreted as the newly created value addition from market transaction that can be referred as “market value”. “Market value” is defined as the sum of added

values gained by traders (including consumers) in transactions. The proposal of the concept of market value provides the conceptual basis for the analysis of the value chain (network) theory in this article. At the same time, this book conducts following in – depth analysis on the concept of market value:

This book analyzes the bilateral impact on “market value” from transaction incomes and costs, in addition systematically expounds the essence of market transactions, in which all trade participants expect to receive more value from the transaction than the costs they paid. A bilateral analysis is conducted on the positive effect resulted from market value appreciation due to increasing “transaction income” and reducing “transaction cost”. We stresses that all parties including consumers participating in trading activities will benefit from the transaction, and puts forward an innovative approach for enterprises to promote market value appreciation through increasing transaction income (including increasing corporate value, customer value, and network value).

This book analyzes the impact on market value distribution due to relationship between market supply and demand. This book describes the basic principles on how distribution of “added market value” among transaction participants is affected by the relationship between supply and demand. This book further shows that vertical market structure of value system determines the relationship between supply and demand among transaction participants, thereby decides the negotiating power of participants on trading prices, resulting the allocation of market value among market participants.

(2) Preliminarily establishing a dynamic analysis framework for value network system based on vertical market structure. Guided by the “structure – behavior – performance” principle in industrial economics, this book resolves the generation mechanism of elements of market value formation in value network system, the dynamic effect on corporate behavior and market value distribution among members of network system due to vertical market structure, and the formation mechanism of the three basic compositional elements in market value of value system, namely customer value, network value, and

corporate value. In addition, this book constructs a dynamic analytical framework of value network based on vertical market structure, and proposes a dynamic evolution pattern of network system in which main elements affecting market value evolves from value building to value transfer, and then to customer value creation. At same time, this book presents the meaning and composition of customer value, network value, and corporate value, in addition provides detailed and systematic account of the evolution of their effect, and preliminarily establishes a dynamic analysis framework for value network system based on vertical market structure.

(3) Expanding the analytical dimension of the corporate market strategic advantage theory. This book points out that the vertical structure of value network system has equally important effect on the profitability of a company, and that corporate market advantage analysis and strategic positioning should be determined and completed in a two – dimension coordinate system which includes vertical market structure and horizontal market structure. This is a valuable expansion to the corporate market strategic advantage theory built upon the vertical structure of value network system.

Furthermore, this research selects 9 representative businesses as observation sample. Through extensive data collection, analysis and consolidation, our research analyses, compiles and eventually categorizes business into three distinctive operational orientations comprised of “value transfer”, “value appreciation”, and “value creation”. This research also extracts the set of value elements affecting the profit advantage of various businesses.

Keywords: Value Network System, Market Value Formation Mechanism, Vertical Market Structure, Components of Value, Contingency Analysis

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