

报告 2

大数据驱动新实体经济的 O2O 创新

Big Data Driven O2O Innovation in the Real Economic Sector

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报告摘要 Abstract

O2O 是线上线下渠道融合的英文缩写。O2O 通过虚实融合的流通渠道来改变商务生态体系，比如京东电商和一万多家连锁店的联盟，以及阿里巴巴和苏宁电器的联合。O2O 的经济效益就是通过虚拟和实体渠道之间的融合，来进一步降低流通成本和提升服务质量。近期，O2O 的线上线下融合的原理，已经开始被制造商采纳，并逐步催生新型实体经济。因为线上线下融合的方法可以降低成本，制造商因此可以直接和消费者建立供需关系，从而消除或消弱第三方流通渠道。其产生的经济价值，包括提高客户定制，缩短产销周期，减少流通浪费。韩都衣舍就是制造业 O2O 的一个案例。本讲座将描述大数据如何在新实体经济，特别是 O2O 制造商模式的创新过程中发挥关键性作用。

O2O means a fusion of online and offline channels. Through the integration of distribution channels to change the business ecosystem, such as the alliance between Jingdong and over ten thousand convenience stores, and the joint venture of Alibaba and Suning. O2O is to integrate between virtual and physical channels to further reduce distribution costs and improve service quality. Recently, O2O has been adopted by manufacturers, thus the birth of new real economy. Since online and offline integration can reduce costs, manufacturers and consumers can thus establish a direct relationship, thereby eliminating or weakening third-party distribution channels. The economic values thus generated include increased customization, shorter sales cycles, and reduced waste in supply chains. Han Du Yi She is a case of O2O manufacturer. This presentation will describe how big data plays a key role in the new economic entity, especially the business innovation of O2O manufacturers.