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## Virtual Marketing 의 도입과 확산에 관한 연구

종원 임

호현 조

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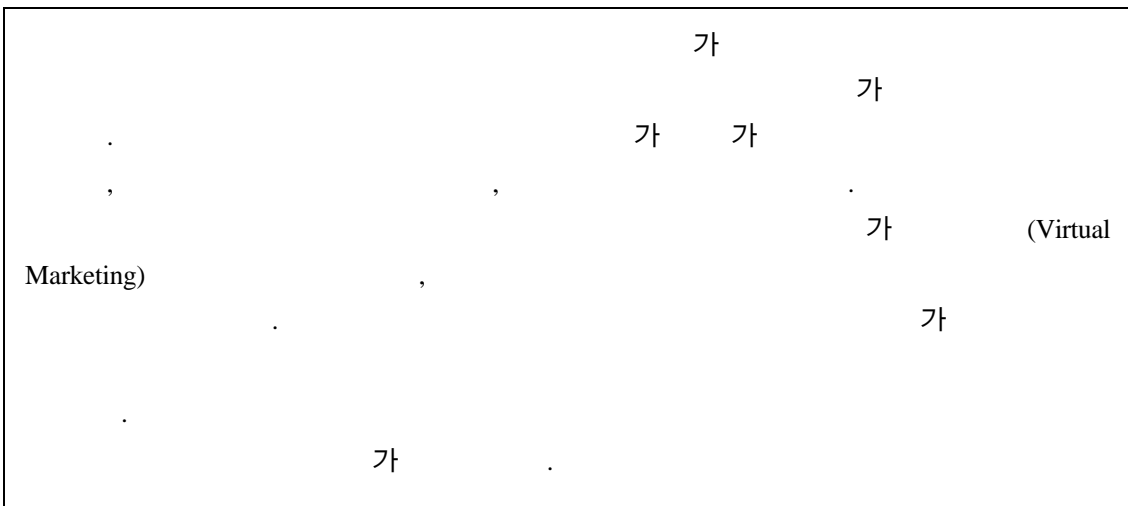
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Virtual Marketing 導入 擴散 研究  
A Study on the Introduction and Diffusion of  
Virtual Marketing

- Academic Site 中心 -

( )

( )



# . 序言

가

, 가

가 . 10 가

, 가

가

가 (working partnership)

, (Ang and Pavri, 1994). 가

, 가

(enabler)가 (Venkatraman, 1994). 4P's

(relationship)

(scale or scope merit) (relationship merit) ( ,

1992)

가

, 가 ( ,

1995).

. Miles (1988)

(consumer technology) (electronic cottage)

(offering)

(receiver)가 (sender) 가

가

1:1 가 가

가

(Electronic Relationship Community)

(prototype) Academic Site  
Virtual Marketing 가  
Virtual Marketing  
Virtual Marketing

## 情報的 關係化 電子的 關係共同體

(Informational Relationalization and Electronic Relationship Community)

1.

가

(Machlup, 1962; Arrow, 1984; Johnscher, 1994),  
(Freeman and Peretz, 1988; Castells, 1989), - (Beniger,  
1986; Malone and Rockart, 1991), (Companie, 1987; Hammer  
and Mangurian, 1987; Rogers, 1986; Rice, 1984,1989)

가

Rice (1984, p. 34-35)  
(technology) (art)

Rogers (1986)

(interactivity), (individualization or demassification),  
(asynchronicity)

(informational relationalization)

(signification modality)

(legitimation modality) (reciprocity)

(Giddens 1990), (resource allocation modality)

(, 1995).

relationalization) (institutional  
(informational relationalization)

		( )	
			,
		,	
		,	(IOS),

< 1 >

## 2. (Relationship Marketing Community)

### 2.1

( , 1987).  
 , 가 .  
 , 가  
 , 가  
 , 가  
 , 가 (Poplin, 1979).  
 ,  
 ,  
 가 (homogeneity) 가  
 , 가  
 (August Comte) 가 , 가  
 (societas) (communitas)  
 , 가  
 (Durkheim) (communitas)  
 , 가  
 ( , 1987).

(identity)			Anderson, H kansson, and Johanson (1994)
(commitment)	가	가	Morgan and Hunt (1994), Gundlach, Achrol, and Mentzer (1995)
	가	가	Morgan and Hunt (1994)

< 2 >

Poplin (1979) (Moral Community)

< 2 >

2.2

Henderson (1983)

가

가

(, 1992).

가

가

가

(human coordination

and cooperation)

. Coarse

Coarse

"The Nature of Firms"

가

가

(North, 1990).

. Rosenberg Van

West (1984)

Nielson (1987, 1988)

가

가?

(Shiver, 1981).  
 (fun) (seriousness) 가  
 ( , 1994).  
 ( )  
 ( )가 ,  
 ( ) 가 ( )  
 가 ( ) ( )  
 가 가 , 가  
 (consummatory concept) (diversion)  
 Bresser Harl (1986) (collective strategy)

	가	(Relationship)
		(Reciprocity)
		(Community)

< 3 >

### 3. (Electronic Community)

#### 3.1

가  
 1960  
 가 Prodigy  
 American Online  
 (Armstrong and Hagel , 1996). 가  
 Armstrong Hagel (1996) 4가

(community of transaction)  
 가  
 (community of interest)  
 가  
 (community of fantasy) (personality)  
 America Online Red Dragon Inn  
 (intense)

가  
 WWW

가

가 (1960 ~ 1980 )			1960
가 (1980 ~ 1990 )			1990 가 ,
가 (2000 )			

< 4 >

3.2

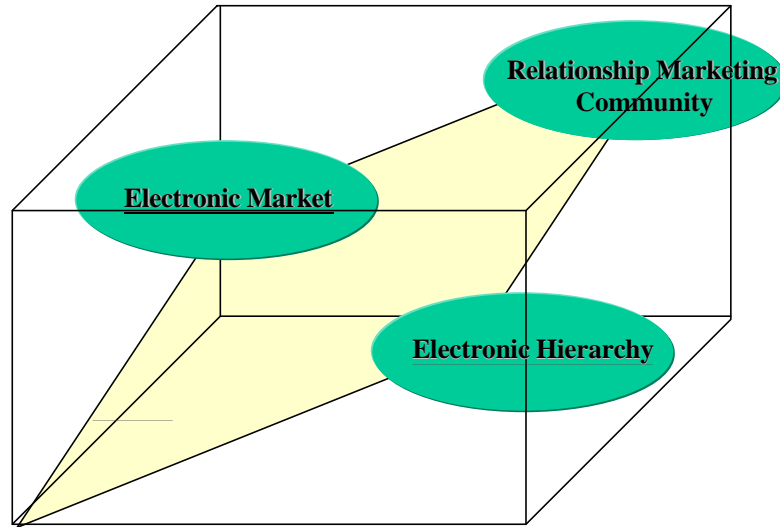
Malone, Yates Benjamin (1987) (electronic markets) (electronic hierarchies)

Spar Bussgang (1996)

가



가



[ 1] Relationship Marketing Community

3.2.1 (Proprietary Relationship Structure)

가

Merrill Lynch Banc One of Columbus 1979 CMA  
CMA

(first-mover

advantage)

가

가 가

가

가

가

가

Rosenbluth Travel

(Bakos,

1991).

3.2.2 (Open Relationship Structure)

가 , Sabre  
 ,  
 Sabre  
 American Airline Sabre  
 American Airline Sabre halo American  
 Airline Sabre가 가 가  
 CRS Sabre가  
 30

(Hopper, 1990). Open System

3.2.3 (Communal Relationship Structure)

McKesson McKesson  
(Clemons and Rows, 1992).

Philadelphia National Bank (PNB) MAC ATM  
PNB ATM 가  
가  
(Clemons and Rows, 1992). , PNB

(platform) (architecture)  
가 (Morris and Ferguson, 1993).  
Armstrong Hagel (1996) 4가  
가

( ).  
가 , 가,  
( ).  
가 ( ).  
( ).  
가  
, 가



가

가

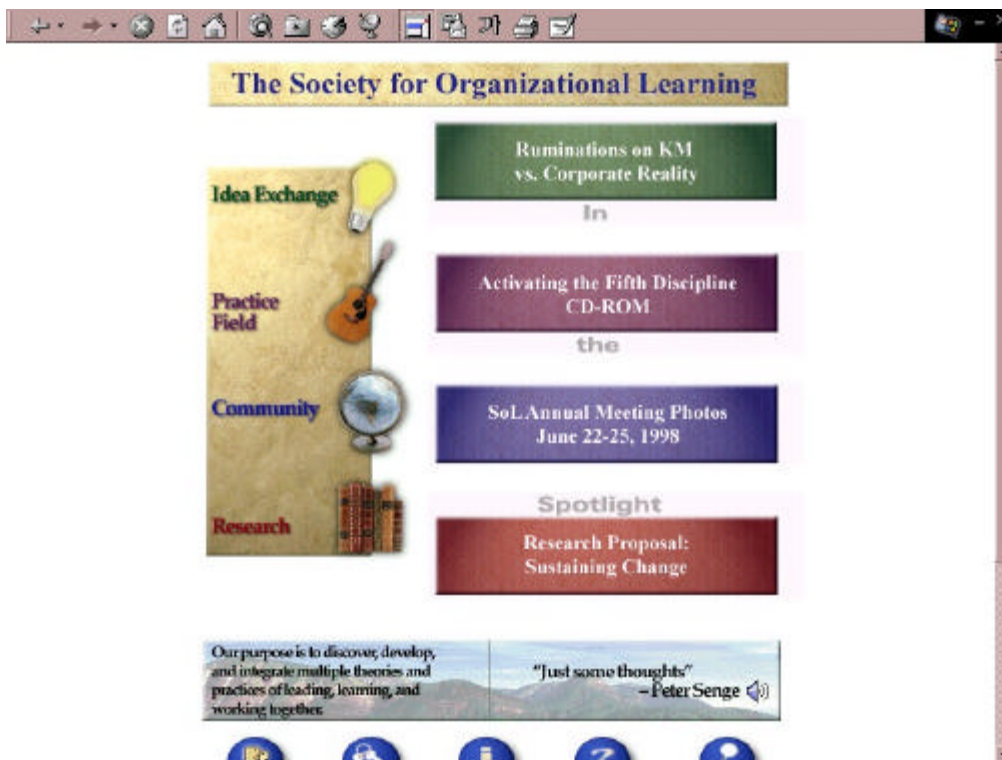
1.2 (information specificity)

가

(information specificity)

가

[ 3] MIT Organization Network



Project 2000<sup>3</sup>, The MIT Organizational Learning Network<sup>4</sup>, The Center for Coordination Science<sup>5</sup>, ECA . AMA

<sup>3</sup>) Project 2000 URL `http://www2000.ogsm.vanderbilt.edu' .

<sup>4</sup>) The MIT Organizational Learning Network URL `http://learning.mit.edu' .

<sup>5</sup>) MIT Center for Coordination Science URL `http://ccs.mit.edu' .

ACA(American Communication Association) <sup>6</sup>

. Project 2000

가 AMA

1.3 (interactivity)

가

가

. Hoffman Novak(1996)

가

가

가

가

. Hoffman Novak

가

가

가

가

The MIT Organizational Learning Network

'Idea Exchange'

가

0

10

가

가

가

가

가

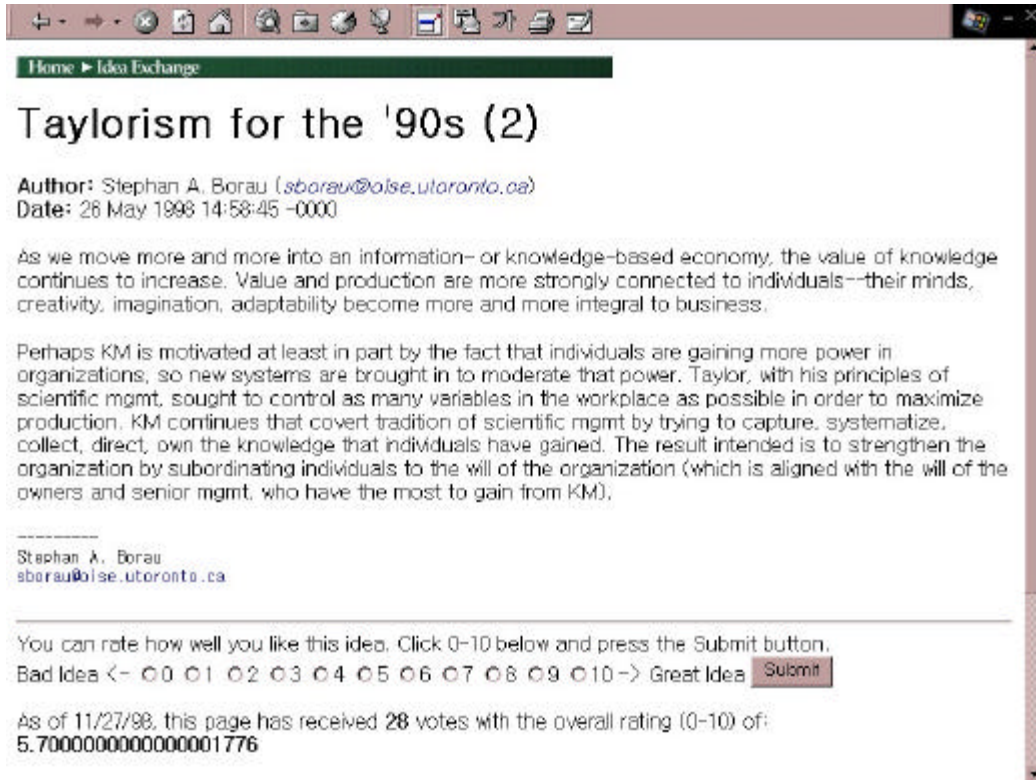
가

가

가

<sup>6</sup>) ACA URL 'http://www.americancomm.org' .

[ 4] 가



1.4 (convenience)

가

가

가

가

가

The Center for Coordination Science

HTML

pdf

Newsgroup,

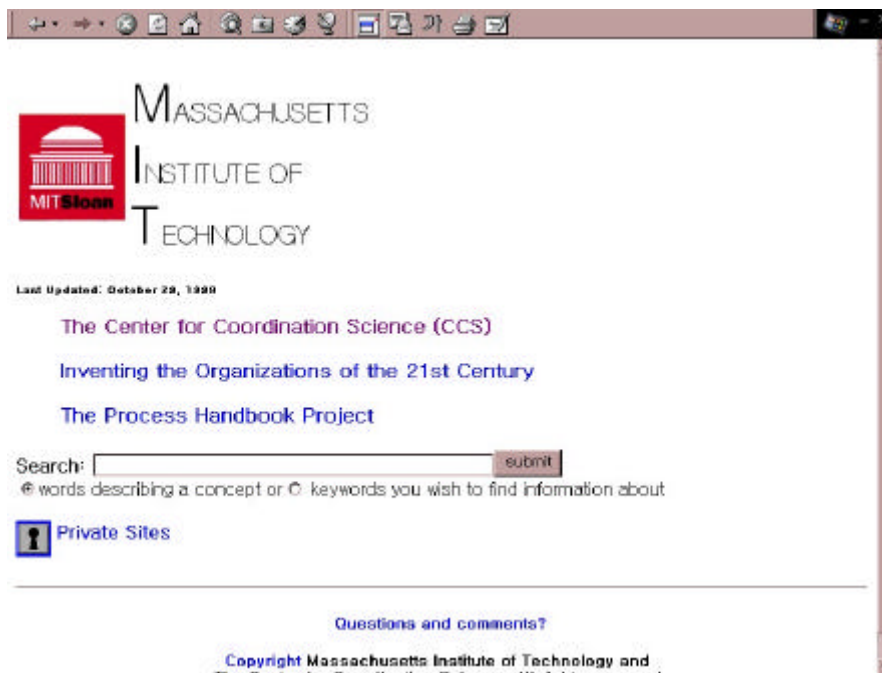
Gopher

WWW

WWW

가

[ 5 ]



2.

가

2.1 (Critical Mass)

가

가

가

가 가

가 (core participant)가

가

(AMA)

가

AMA

AMA

AMA

AMA

Project 2000

1995 5 25 1997 2

9 20

Hoffman

Novak

가

가

2.2 Site

가

가

가

,

가

가

가

가

가

ECA

2000

, Project

가

MIT

The MIT Organizational Learning Network

2.3 가 (commitment)

가

가

가

가

가

가

가

가

HBR(Harvard Business Review)

LISTSERVE

HBR

Harvard Business Press

가

가

가

가



Project 2000					가		
The MIT Organizational					가		
The Center for Coordination Science					가		
Electronic Commerce Association					가		
American Marketing Association					가		
American Communication					가		
< 5 >				Site			

## . Virtual Marketing 導入 展開

### 1.

Project 2000, AMA, ECA, CCS Site 가

Site 가 ,

Site 가 ,

가 PC

가 가

Site 가 ,

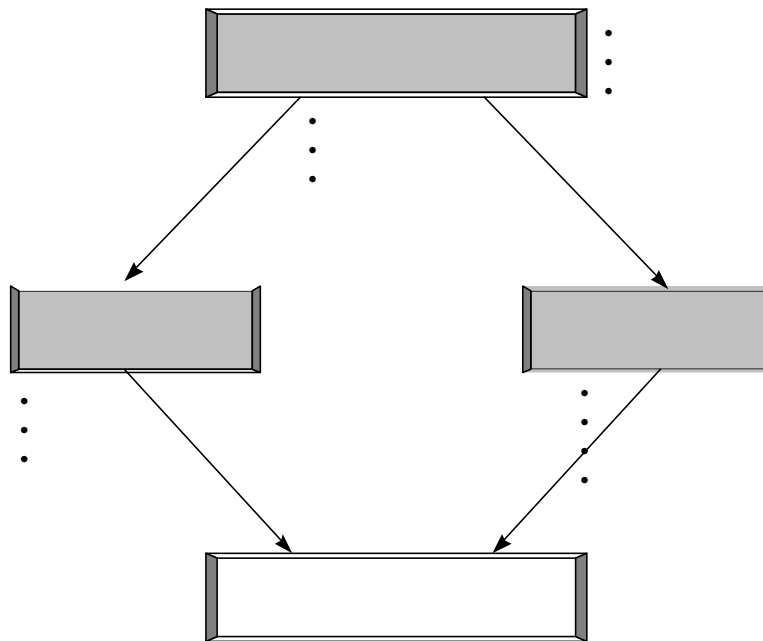
Academic Site 가 .

가

가

### Virtual Marketing

[ 6]



## 2. Virtual Marketing

2.1

Virtual Marketing

가

Virtual Marketing

Virtual Marketing

(vendor marketing),

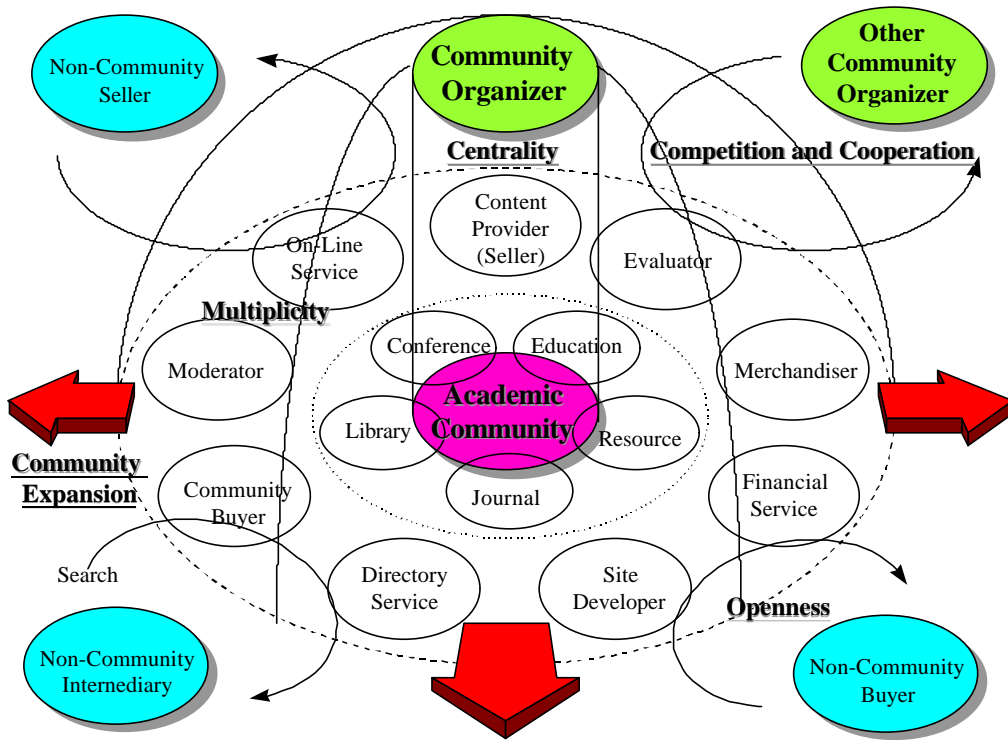
(customer convenience)

가

(information-rich

marketplace) ( , 1996).

[ 7] Architecture



2.2

가

(Spar and Bussgang, 1996).

Virtual Marketing

가

Virtual Marketing

가

(Armstrong and Hagel, 1996).

2.2.1 Community Organizer

가  
 (critical mass) 가  
 가  
 Content Provider, Seller가  
 Buyer Buyer  
 (executive editor) (executive moderator), merchandiser,

2.2.2

Content Provider, Seller  
 Community merchandiser  
 Content Provider가 가 (copyright)  
 1 가  
 가  
 Site  
 AMA Discussion  
 Group  
 working paper가  
 가  
 Community Buyer  
 Directory service가 Session

가 Session

Community Organizer		-
Content Provider (Seller)		-
Community Buyer		-
Community Supporter		-

< 6 >

2.3 (Relationship Merit)

2.3.1

가

가

가

2.3.2

, (ubiquity) 24 가  
 (Schmid, 1995).  
 가 (Benjamin  
 and Wigand, 1995), 가  
 가  
 가

Session  
(Benjamin and Wigand, 1995).

가 가

(Benjamin and Wigand, 1995; Schmid, 1995).

### 結言- 韓國學界 競爭力 確保 電子的 學術共同體 形成

가 가

가

가 가 (participants) 가  
input output

input

가 가

가

가 가

가

가 가

Virtual

Marketing

가

가

가

가  
 가  
 가  
 가  
 (iconoclastic) 가  
 (Armstrong and Hagel , 1996).

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