Abstract

Social commerce is an emerging phenomenon, is a novel form of e-commerce encompasses social media. Social commerce represents potential merchandising opportunities that combine shopping and social networking activities through social media. Social commerce presence increased within social networks and as well creates economic value through these networks. The restructuring of social commerce has been occurring, with an emphasis on the search for new business strategies and models that will be competitive in the digital global economy. Some of these restructurings include models to facilitate customers experience, new business strategies, and value co-creation between firms and their customers. Thus, social commerce needs to survive, this depends on online social networking, with its innovations in functionality, its integration with commerce activities, and its mechanisms for promoting social interactions and trust principle between firms and their customers. This goal of the research is to develop a model for social commerce with its functional requirements model with an understanding of value co-creation concept.
The Development of Reference Model for Social Commerce E-Marketplaces based on Value Co-Creation Framework

References


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Index Terms

Computer Science
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Keywords

Social Commerce, E-marketplace, Value Co-creation, DCC Model, Technological Features.