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SATU Presidents' Forum
of Southeast and South Asia and Taiwan Universities
台灣與東南亞暨南亞大學校長論壇

2016 SATU Joint Research Scheme Program

NCKU Application Form

Date: _2016_ / _04_ / _08_ (year /month/day)

1. Hosting Center/College

Dept. of Industrial and Information Management, College of Management

2. Project Title

Open Co-Creation Value for Online Services

3. Principal Investigator

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5. Project Details

Online users are free to register an account on a website for the purpose of enjoying various online services. More and more multi-service platforms having 'open' features are being developed. Users have the option to either create a new account or simply share their original account information for using the services. However, online users are possibly at risk disclosing their personal information to open platform vendors. Users with different cultural backgrounds might have different thoughts about sharing account information. Therefore, this study intends to explore platform vendors as well as online users' intention toward using shared accounts on multi-service platforms by carrying out semi-structured interviews and then distributing online questionnaire for generalizing possible findings of 'open' service phenomenon.

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In recent research, open content, open data, and open innovation as they related to the openness of IT technology have received a great deal of attention. Companies co-creating open business models are expecting to provide varied and diverse services. Openness refers to placing an emphasis on openness and freedom rather than limited access to knowledge and information, and it also incorporates decision-making intended to manage collaborative or cooperative conduct regardless of how well companies shape managerial strategies and decision-making processes related to Openness since it plays an important role in business operation.

The concept of Openness has also provided insight to the online service providers who intend to co-create an innovative or open business model for the purpose of expanding their own customer bases as well as gaining more market share. Due to the wide spread of the Internet and social networking sites, online users are usually free to register for membership on most sites for the purpose of enjoying various online services, such as gaming, learning, searching, shopping, and social networking. These users do not need to re-register on another account to sign onto another site; instead, they are asked to merge their multiple accounts into one as a combo-account (or OpenID) or to share their original Facebook, Google or Yahoo! accounts which were created before the new site was developed. Apparently, such account sharing behaviour is different from the use of OpenID, which was created by users in an open decentralized authentication system for a single sign-on, even though both of them allow users to easily use their accounts, manage personal information, and work on different platforms.

Specifically, shared account options provided to online users is being regarded as an emergent business value co-creation model. As multi-service platforms are rapidly developed, most of them offer users an alternative option to complete membership registration by simply sharing existing original account information which was already created before on another platform. For users, a complicated step can be omitted. The option of using shared accounts designed on such platforms is intended to offer not only diversity but also to provide aggregated online services to users. Users still have the option of deciding whether to create a new account or simply clicking some boxes to use the existing original account. For example, users can log in to a new platform via their original Facebook account after they accept or agree to some conditions stated on the new platform. Sharing the existing original account on many other platforms becomes a concern to users who perceive that their privacy may be at risk. By sharing the original account information on a new platform, users possibly disclose their account information at the same time to unknown platform vendors.

Please email satu@email.ncku.edu.tw before 2015.4.27(Wed.) for application.