

在網路效果下之生產模式選擇與價格競爭：以拆封包裝與雲端服務為例

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摘要

We investigate how software service suppliers determine the service prices and production modes in the presence of network effects. A two-stage game model is established to analyze service price competition and production mode choice in software service suppliers. In the model, software services suppliers simultaneously choose production modes in the first stage and then compete with services prices in the second stage. The main findings are as follows. First, software service suppliers set higher prices when they both choose cloud service mode than both choose shrink-wrap mode. Second, the network effect lowers the optimal service price. Finally, software service suppliers can increase monopoly power, relax market competition and obtain higher profit by choosing different production modes. In other words, differentiating production mode is profitable for software service suppliers.

關鍵字：Cloud Service, Network Effects, Production Mode, Shrink-wrap