Abstract

The Era of Big Data

As the network information age has become more common, mobile Internet, social network, the electronic commerce of the Internet greatly expand the borders and application fields, we are in a data the explosive growth of "big data" era, large data in the social economy, politics, culture, people life and other aspects have far-reaching influence, the big data age to the human data to control ability puts forward new challenges and opportunities.

Big data to the business model has the potential of creative destruction. Big data and combined with an efficient business model from the business model of the economic, operational and strategic perspective is pointed out that big data can promote competitive advantage. Target based on innovation and mechanism analysis of the era of big data, the framework of business model innovation around the business model of four interface are analyzed under the background of big data business model components and structure change.

At the heart of the big data is established on the basis of correlation analysis. In many fields, the wave of big data is cause disruptive innovation, also will bring to institutional change. Suppliers and their operating status billions of bytes of information. According to a large number of large Numbers can be get, communication, gather, store, and analysis of data, is now in the global economic activity is the core of each department and each function, has become as important as physical assets of human capital factors of production.

Big data as a very good perspective and tools. From the Angle of capital, from its data size, the activity and the company's ability to be able to use and interpret data, you can see that the company's core competitiveness. It is the ability of several capital focus point. Mobile Internet and the emergence of a social network bring large data into the new journey, Internet marketing will be based on the analysis of the behavior to make the transition to individualized era.

Key words: big data, business model, value creation and innovation mechanism.