# Contents

Acknowledgment ix

Chapter 1 Digital Entrepreneurship Ecosystem as a New Form of Organizing: A Case of Zhongguancun Wenyu Du and Wenjie Li 1

Chapter 2 Mechanism of Balancing the Tension between Consistency and Relevance of Brand Ambidexterity by Digital Enablement — A Case Study of HUANYI International Travel Agency Chunqing Li and Songling Li 27

Chapter 3 The Characteristics of Sustainable Supply Chain Innovation: A Case Study of YHD, China De Gao, Zhiduan Xu, Man Gu and Yilong Z Ruan 59

Chapter 4 The Role of Social Media in Social Advocacy Shamshul Bahri and Ali Fauzi 71
Chapter 5  Digital Performance Management Based on the Perspective of Organizational Control: A Case Study of Advantech  
*Ning Zhou, Xiaoting Han, Tingting Hu, Yin Zhou and Wenjun Jiang*

Chapter 6  Research from the Perspective of Resource Orchestration on How Marginal Enterprises Reconfigure the Digital Ecosystem: A Case of Duch 3D Printing in China  
*Zhengyan Cui and Taohua Ouyang*

Chapter 7  Red Collar Group: Transform Towards Smart Manufacturing  
*Jing (Elaine) Chen, Shan L. Pan and Qingfeng Zeng*

Chapter 8  Data Connection: Scene Marketing Creates Demand  
*Daojun Sun, Yanyan Wang and Chunhu Cui*

Chapter 9  Establishing an Ecosystem for Digital Entrepreneurship: A Case of Zhongguancun  
*Jiamin Yin and Wenyu (Derek) Du*

Chapter 10  Meeting New Friends via Habitual Use of Mobile Instant Messaging (MIM) Apps: System Fit & Cultural Preference  
*Charlie Chen and Peter Ractham*

Chapter 11  Exploring the Development of China's Mobile Payment from the Perspective of Resource-based Platform Strategies  
*Jiang Yu, Wenmiao Hu and Yue Zhang*

Chapter 12  Exploring Service Dominant Logic and Business Model for IT Firms to Transition to the Cloud Era: A Focus Group Study  
*Jau-Rong Chen*
<table>
<thead>
<tr>
<th>Chapter 13</th>
<th>Towards Commercialization of University Research Outcomes: Comparative Theories</th>
<th>Tamrin Amboala, Joan Richardson and John Lenarcic</th>
<th>217</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chapter 14</td>
<td>Blockchain Brings a New IT Capability: A Case Study of HNA Group</td>
<td>Wenchi Ying and Suling Jia</td>
<td>233</td>
</tr>
<tr>
<td>Chapter 15</td>
<td>The Role of Disruptive Innovation in Building a Shared Economic Platform: A Case Study of Sheke Net (SKN), China</td>
<td>Haibo Hu, Tao Huang and Yang Cheng</td>
<td>245</td>
</tr>
<tr>
<td>Chapter 16</td>
<td>Developing Capabilities for the IT-enabled Organizational Transformation: A Case of Traditional Manufacturing Enterprise in China</td>
<td>Delin Zeng, Zhengyan Cui, Taohua Ouyang and Zhenya Tan</td>
<td>261</td>
</tr>
<tr>
<td>Chapter 17</td>
<td>Transaction Orientation vs. Relationship Orientation: Consumer Logic of Enterprise Digital Empowerment</td>
<td>Xin Dai, Ying Zhou and Jingyuan Gong</td>
<td>285</td>
</tr>
<tr>
<td>Chapter 18</td>
<td>How Do Scarcity Messages Lead to Impulsive Online Purchase? The Perspective of Arousal</td>
<td>Junpeng Guo, Liwei Xin and Yi Wu</td>
<td>309</td>
</tr>
<tr>
<td>Chapter 19</td>
<td>The Perspective of Manufacturing Enterprise Innovation Ecosystem Evolution Based on Technology Affordance: Transformation Path of the Bright Moon Company</td>
<td>Bo Hu, Baozhou Lu and Zhibin Liu</td>
<td>325</td>
</tr>
</tbody>
</table>