

The Driving Force for Taiwan Social Innovation Business Model Transformation: A Case Study of Social Innovation Internet Celebrity Training Project

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Abstract : In Taiwan, social enterprises and non-profit organizations (NPOs) are not familiar with innovative business models, such as live streaming. In 2019, a brand new course called internet celebrity training project is introduced to them by the Social Innovation Lab. The Goal of this paper is to evaluate the effect of this project, to explore the role of new technology (internet live stream) in business process management (BPM), and to analyze how live stream programs can assist social enterprises in creating new business models. Social Innovation, with the purpose to solve social issues in innovative ways, is one of the most popular topics in the world. Social Innovation Lab was established in 2017 by Executive Yuan in Taiwan. The vision of Social Innovation Lab is to exploit technology, innovation and experimental methods to solve social issues, and to maximize the benefits from government investment. Social Innovation Lab aims at creating a platform for both supply and demand sides of social issues, to make social enterprises and start-ups communicate with each other, and to build an ecosystem in which stakeholders can make a social impact. Social Innovation Lab keeps helping social enterprises and NPOs to gain better publicity and to enhance competitiveness by facilitating digital transformation. In this project, Social Innovation Lab exerted the influence of social media such as YouTube and Facebook, to make social enterprises and start-ups adjust their business models by using the live stream of social media, which becomes one of the tools to expand their market and diversify their sales channels. Internet live stream training courses were delivered in different regions of Taiwan in 2019, including Taitung, Taichung, Kaohsiung and Hualien. Through these courses, potential groups and enterprises were cultivated to become so-called internet celebrities. With their concern about social issues in mind, these internet celebrities know how to manipulate social media to make a social impact in different fields, such as aboriginal people, food and agriculture, LOHAS (Lifestyles of Health and Sustainability), environmental protection and senior citizens. Participants of live stream training courses in Taiwan are selected to take in-depth interviews and questionnaire surveys. Results indicate that the digital transformation process of social enterprises and NPOs can be successful by implementing business process reengineering, a significant change made by social innovation internet celebrities. Therefore, this project can be the new driving force to facilitate the business model transformation in Taiwan.

Keywords : business process management, digital transformation, live stream, social innovation

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