Research on the impact of blockchain-based Token economy on enterprise sharing enablement

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Keywords: Token economy, blockchain, enterprise sharing enablement

Abstract: As a fully recorded and distributed public ledger, blockchain provides an information environment of security and mutual trust for the generation of digital certificate. The Token economy based on blockchain enables enterprises to share with more sufficient data and stronger computing power in operation, data, new drawing and other aspects. At the same time, it also provides pricing for users' assets and becomes a tool for accounting, incentive, guest retention, pricing, fission and growth, making users become the biggest creators of future value. By studying the sharing and value co-creation mechanism of blockchain Token economy, this paper proposes to build an enabling sharing economy with industrial routers, aiming at helping enterprises to promote their rapid responses to the market, improve business operation model, refine value chain of circulation , increase quality and efficiency, and achieve innovative leapfrog development.

1. Introduction

In today's era of big data Internet, with institutional innovation and technological progress, block chain came into being as the second generation of the Internet. In the era of industrial Internet, enterprises are faced with three contradictions: the contradiction between rapid expansion and internal management; The contradiction between cross-border development and real-time regulation; The contradiction between scale benefit and intensive management. How to realize the information sharing of the upstream and downstream of the industrial chain, achieve internal and external collaborative commerce, let users participate in value creation, and enhance the ability of enterprises to share, optimize and re-enable have become important issues for entrepreneurs.

2. Blockchain technology and its characteristics

Blockchain technology refers to a way of keeping a reliable data log through the cooperation of all parties in the system through cryptography technology in a multi-party environment without mutual trust. It has the characteristics of decentralized, transparent, digital and point-to-point network, and its security is guaranteed by collective maintenance and identity authentication, through the data trade circulation breaks through the restriction of information silos, establishes excellent whole-linked circulation mechanism and the value transfer network, thus effectively solves the enterprise difficult problems of sharing .

As the core product of blockchain, bitcoin is a reward mechanism based on consensus algorithm and encrypted digital currency. Participants rely on a set of mathematical algorithms and a POW consensus mechanism for community governance and management.

3. Token builds the currency right system of the new economy

From the information Internet to the value Internet, the definition of capital is constantly being refreshed. From the classical capitalist's fund capital, human capital to the users of capitalism arguing that users are first principles, block chain (digital certificate) is becoming a Token system which will redistribute the value of entire industrial chain of upstream, midstream and downstream after the joint-stock company. Consumers, intermediaries, suppliers, finished products factories, raw material suppliers and other participants in the entire industrial chain will create and share the dividends of the industrial community market, and the whole distribution mechanism will undergo earth-shaking changes.

4. Influence of Token economy based on block chain on enterprise sharing enablement

4.1 Blockchain public cloud service based on alliance chain is committed to creating a BTOB electronic market model with high transaction bandwidth.

4.1.1 Constitute the infrastructure of sharing finance and high credit society -- build "self-financing" consumption alliance sharing.

Financial alliance chain initiated by financial institutions can reduce financing cost, improve transaction efficiency, and quickly establish trust relationship through decentralized agreement, so that enterprise blockchain can be connected with securities, banking, insurance and other financial industries.

With the development of blockchain Token economy, the alliance chain gradually changes from "decentralized" to "multi-centralized", that is, everyone can establish a consumption alliance based on their consumption trajectory, share blockchain big data based on the sharing economy credit system notarized on the whole network, and thus carry out financial business.

4.1.2 Blockchain-based super ledger cloud service platform -- blockchain as a service.

Traditional industrial resources are integrated in the Token sharing credit system, and multiple industries can orgnize an alliance to form a BTOB e-commerce joint trading website. Energy, housing, finance... The whole industry can share current assets (such as passenger flow, commodity flow, capital flow, logistics, information flow) and fixed assets with decentralized accounting, and can automatically complete the transaction and payment process in a predetermined time. This BTOB e-market-place model with high transaction bandwidth can improve the income and transaction efficiency of both parties, quickly establish trust relationship and reduce errors.

4.1.3 Smart circulation -- retailers and suppliers work together to do business.

In the era of chain blocks, each category of idle assets can be shared by Token logistics. Namely, to establish an efficient, distributed logistics network covering the whole country, by the basis of the internal business flow, logistics, cash flow management circulation to operation co-ordinated intelligent circulation, supply chain and demand chain unimpeded, people do all it can. For example, the enterprise collects, analyzes and collaboratively shares the data in the supply chain management system, customer relationship management system, replenishment system and electronic market system, and establishes the business intelligence system of decision evaluation and collaborative planning. Therefore, various departments have formed a highly integrated circulation value chain, which not only makes enterprise information transmission and storage truly paperless, but also greatly improves the business performance of enterprises.

4.2 Based on the consensus mechanism to establish a distributed Shared database with collective maintenances.

4.2.1 The big data circulation industry system promotes the common prosperity of industry.

Nowadays, many enterprises are faced with problems such as lack of information, incomplete integration of data resources, imbalance of supply and demand in the data market, and isolated islands of data. Therefore, the use of mature IT information technology to promote the communication of resources, business information, has become increasingly important. Various enterprises can establish independent Factom chain blocks in Factom with different blockchain data, and the Factom system will store hash values on the bitcoin blockchain regularly, and the data security will be guaranteed by the bitcoin intelligent contract. By building an end-to-end big data circulation industry system for data providers and data demanders, industry resources have been integrated and Sharing brands have been shaped. It is conducive to promoting the transformation of economic development from factor driven to innovation-driven and realizing the common prosperity of industry.

4.2.2 Establish an open and transparent data quality record and evaluation system based on decentralized blockchain

In the era of big data, while a large amount of digital information is highly circulated, it also brings some data quality problems, such as illegal falsification and tampering of data sources, low transparency of data information, and spotty data quality. Through decentralized blockchain technology, enterprises can integrate third-party application interfaces on the platform through data integration and sharing, make each node participate in safe and transparent data calculation and recording, verify the accuracy of information, and trace the information source to determine whether it has been tampered with or made mistakes. In this way, data sources can provide real and effective data services for enterprises, realize a data quality assurance system in line with international standards, improve the efficiency of asset transfer, reduce the capital cost of small and medium-sized enterprises, and create a green and fair trading environment more effectively.

4.3 Blockchain driven integral exchange and trading system -- incentive, guest, fission form three degrees of social

Blockchain Token economy can solve all logic in social fission. By rewarding user' behaviors through the integral and trading system, users who involve in the active communication has direct benefits, which can stimulate the active users and generate fission. Therefore, the unified and quantified points consensus can be used to build a consumer common recognition alliance system, which can cover more consumers and create greater consumer value. Token of customer assets is beneficial to fully release the potential of social and mobile technologies, so that service providers, manufacturers and consumers can be linked up, and an open architecture for global consumers to participate in and share will be formed. Blockchain Token digital card can digitize the transaction information, browsing information and purchase behaviors of consumers, restore the original demand of each customer as far as possible, and help enterprises better predict and make decisions.

In the early stage, the brand employs super employees to develop a large number of seed fans through customer relations. Fans can attract new members through good relationship, and establish social third-degree influence through micro-blog and WeChat strong relations to magnify the communication power of hundreds of times. Fans are customers as well as salesmen. In the Token incentive at the same time fission pull new, improve the sales force of the enterprise.

5. Conclusions

Token accelerates the flow rate of enterprise information flow, order flow and customer flow. It creates an industrial router that effectively connects the demand ends and supply ends of multiple parties. In a Token sharing economy, the value of idle assets, virtual assets and data assets will be

fully activated, and it realizes the business model of the heavy assets self-run into light asset sharing, influents from its own supply chain into a crowdsourcing industrial chain, makes the enterprise shift from transactional organization to enabling organization of ecological co-construction. The industrial community will unite the demand of the head fragments with the idle supply of the head in real-time connection and intelligent matching, create a huge value depression for the upstream and downstream partners of the industrial chain.

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