

電腦病毒特性與病毒駭客/防毒廠商互動之研究

中文摘要

傳統商學院論文所探討的競爭態勢多半聚焦於廠商間的競爭，著重組織對組織、集團對集團的互動過程，本研究提出競爭的另一種型態，描述由個體所組成的非正規群體(駭客)與組織集團(廠商)的競爭，以病毒與防毒軟體廠商的互動過程為例，透過歷史的描述呈現電腦病毒、防毒廠商、戰爭三個構面。

本研究以病毒為描述主體作為邪惡的反方角色，並且深入探討其背後的核心操控者：駭客們的動機與行為，之後將相對應的正方角色：防毒公司拉進來，詮釋病毒與防毒軟體的互動過程。最後，整理出在歷史的演進之下，病毒/防毒戰爭過程中的脈絡與攻防特性，並演譯歸納出病毒的五大創新特點：技術 Deeper、影響範圍 Bigger、傳播速度 Faster、病毒行為 Smarter、產業結構 Robuster。

綜觀國內外商學院論文，尚無類似論述，其突破性貢獻有三：其一，本研究提出以病毒負效用的特性作為創新的論述，至今無人提出，雖可議卻也空前；其二，本研究突破過去討論病毒相關議題僅考量單項變數的限制，以全面性的系統觀點探討其特性；其三，此類議題的相關論文處理方式多半以量化、實作亦或次級資料整理為主，本研究則進行深入訪談的田野調查。

基於創新來自於邊陲的概念，本論文希望排除道德的限制，單純從特性上加以考量其創新，並非鼓勵或褒揚之意。希望提供企業以另一個層次的角度思考本文所提出之創新觀點，應用於研發管理、創新管理、行銷管理、策略管理等領域，興許能有不同的創新解決方案。

關鍵字：電腦病毒、防毒、駭客、動態競爭策略

The Computer Virus Pattern and the Interaction of Hacker & Anti-Virus Companies

Abstract

Most papers from the traditional business school discuss the competitions among manufacturers, and focus on the interactions between organizations and between groups. However, in this paper, we propose another type of competition - the competition between the hacker (composed by the individuals or non-regular organization) and the manufacturer (organizations or groups). Here, we take the interaction between virus and anti-virus software manufacturers as example to describe the 3 dimensions among computer virus, anti-virus software manufactures and their contests.

In this thesis, we take virus as the evil side and expect to dig out the motivation and behavior of the hackers, and then we take the anti-virus software manufactures as the counter side to discuss the interaction between virus and anti-virus software. Finally, we sum up the 5 innovative characteristics of the virus: the skill is **deeper**, the incidence is **bigger**, the spreading speed is **faster**, the virus behavior is **smarter** and the industrial structure is **more robust**.

In this thesis, there are 3 unprecedented distributions: first, we propose the innovative concept by using the disutility characteristic of virus; second, we breakthrough the restriction that only taking the single parameter into consideration, and we take the total system viewpoints into consideration to discuss its characteristics; third, instead of quantification, experimentation, and sub-data collection, we do the research through the interview and the field work.

In this thesis, we wish to eliminate morals constraints, just consider its innovative concept, and not mean to encourage or commend it. Furthermore, we expect to provide the enterprises another way to think about this new concept, and apply it in research and development management, innovation management, marketing management, strategy management, and so on. We believe that there will be some other different innovative solutions.

Keyword : Computer Virus, Anti-virus, Hacker, Dynamic Competitive Strategy.