

Reshape business value chain into social value chain

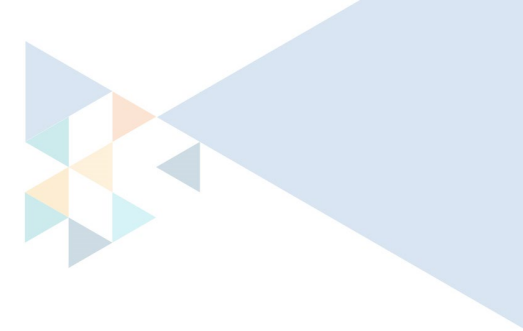
Learning Unit #2

University of Tor Vergata

The value chain and managerial contribution to value theories

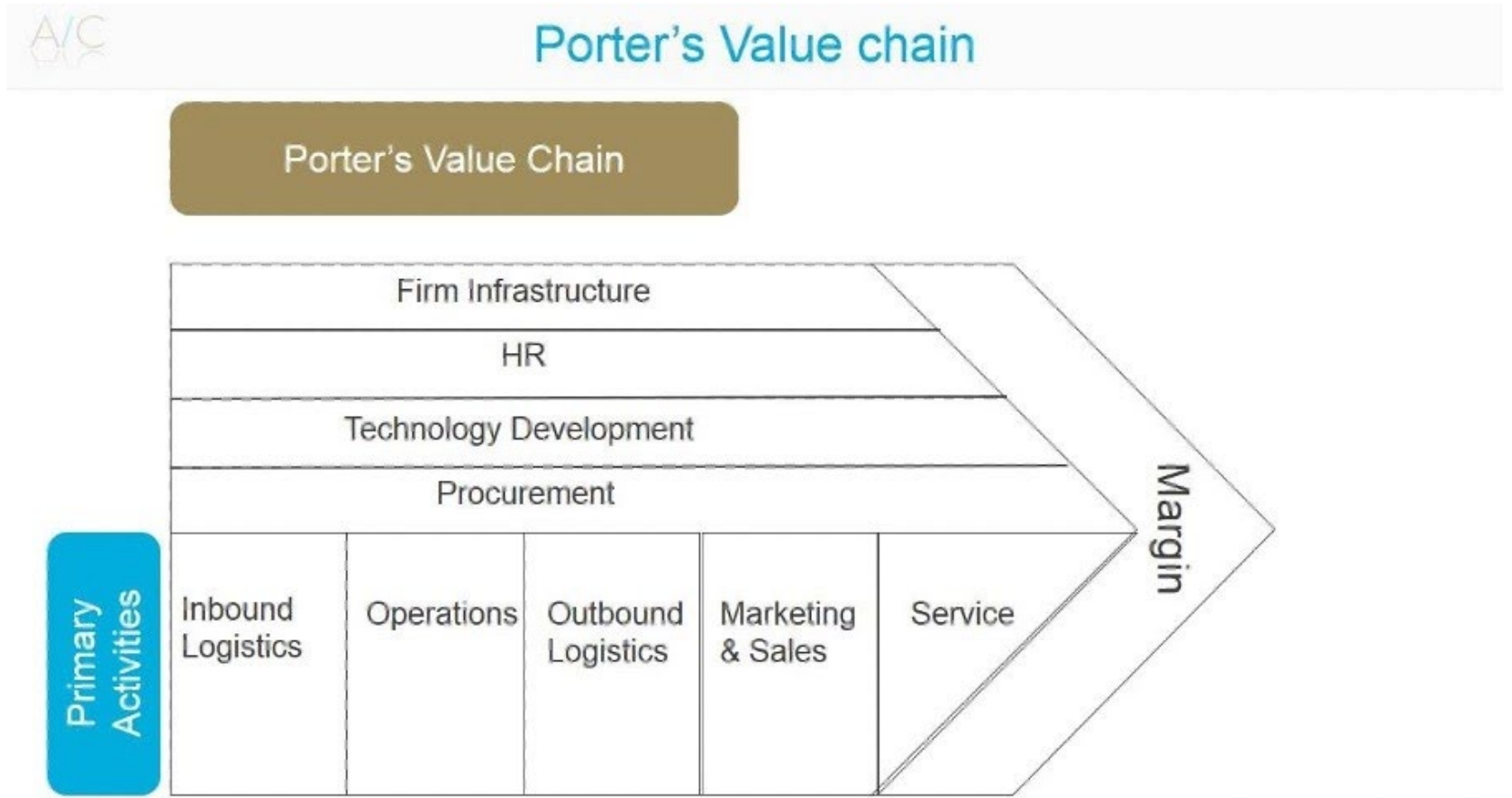


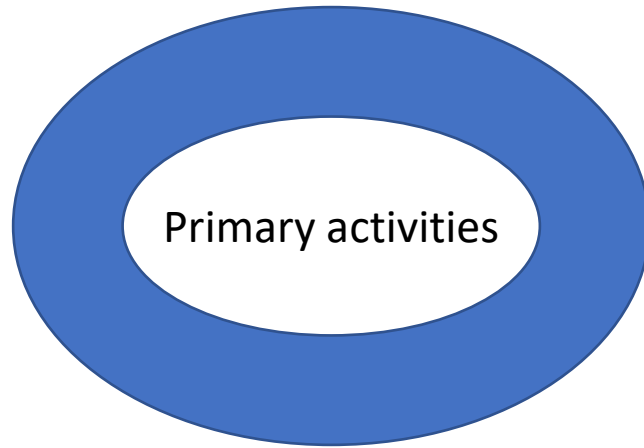
Porter's Value Chain



Knowing the value chain of an enterprise serves to:

- Understand the relation between management and procedures of competition and cooperation;
- Support strategic plans.

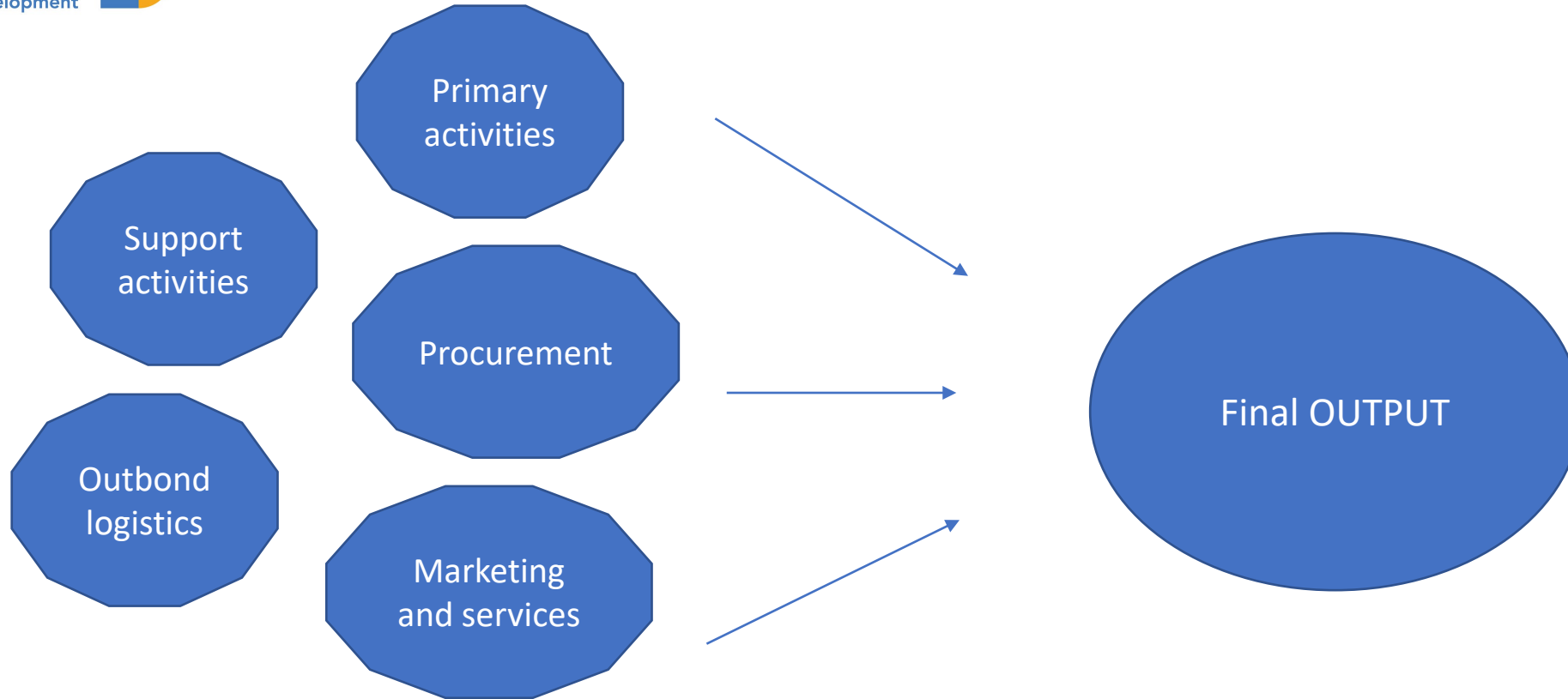




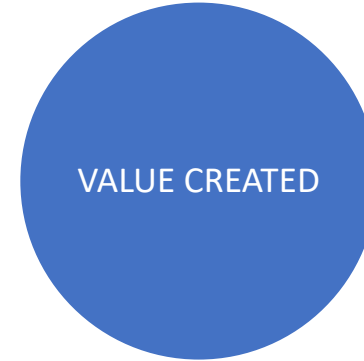
Transactions necessary
for the transformation
of raw materials into
finished products, and
sales



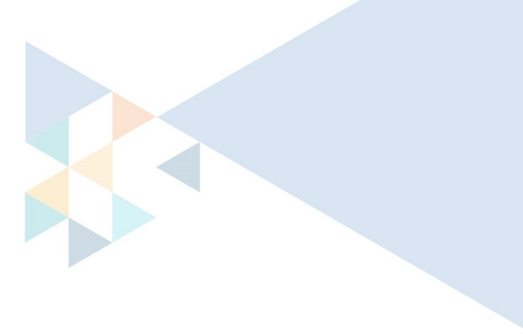
Provision of the goods
or services as
understood as a
function of finance,
research and
development, human
resource management
and composition of the
internal structure of
the enterprise -
planning, information
systems and accounting



**The value chain's
value depends on
the activities
selected**



Activities of the value chain

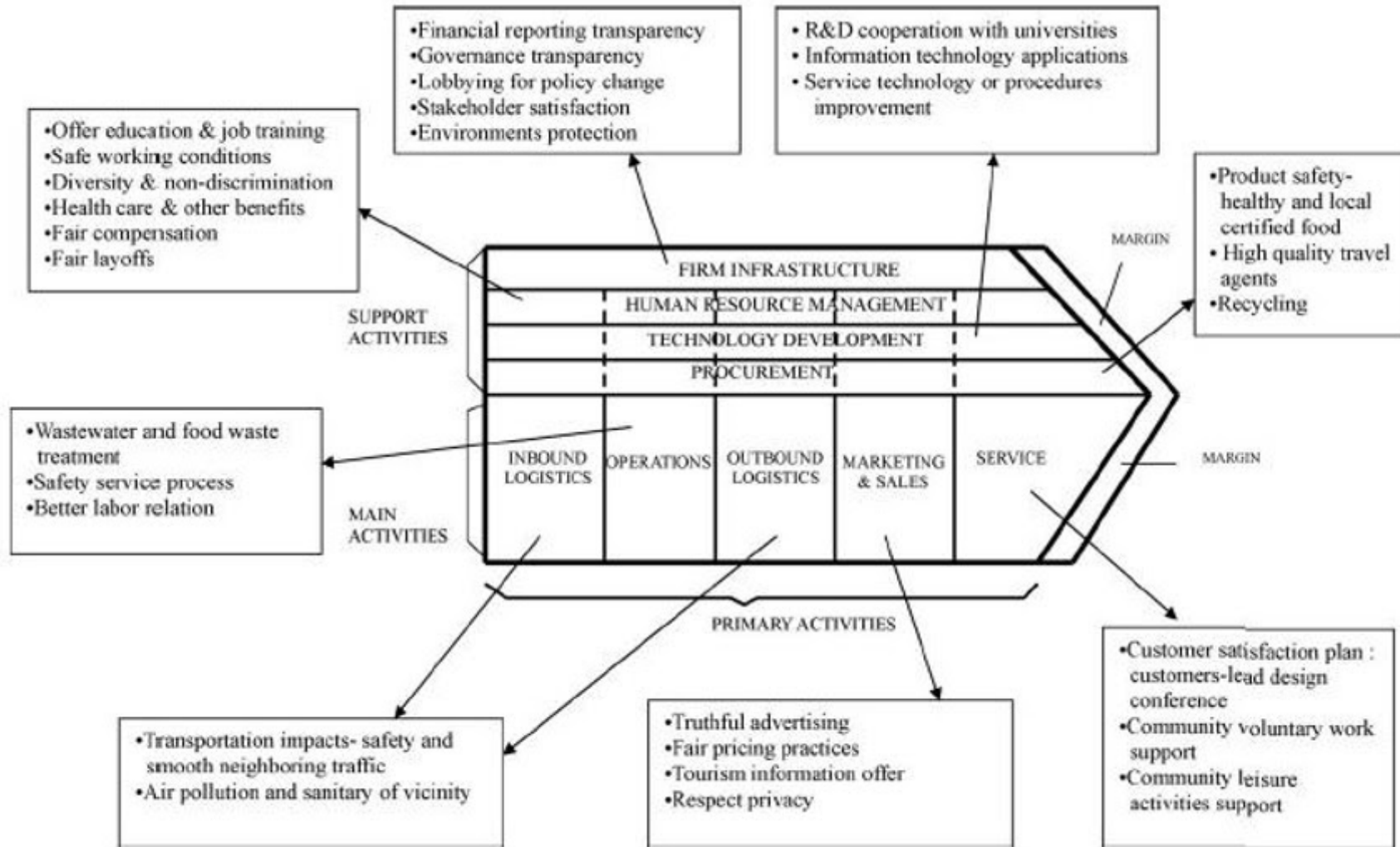


They represent the
contribution to
achieve competitive
advantage

Value chain must not
be understood as
separates blocks

Smooth relations
between activities
might reduce time
and cost productions

Corporate Social Responsibility

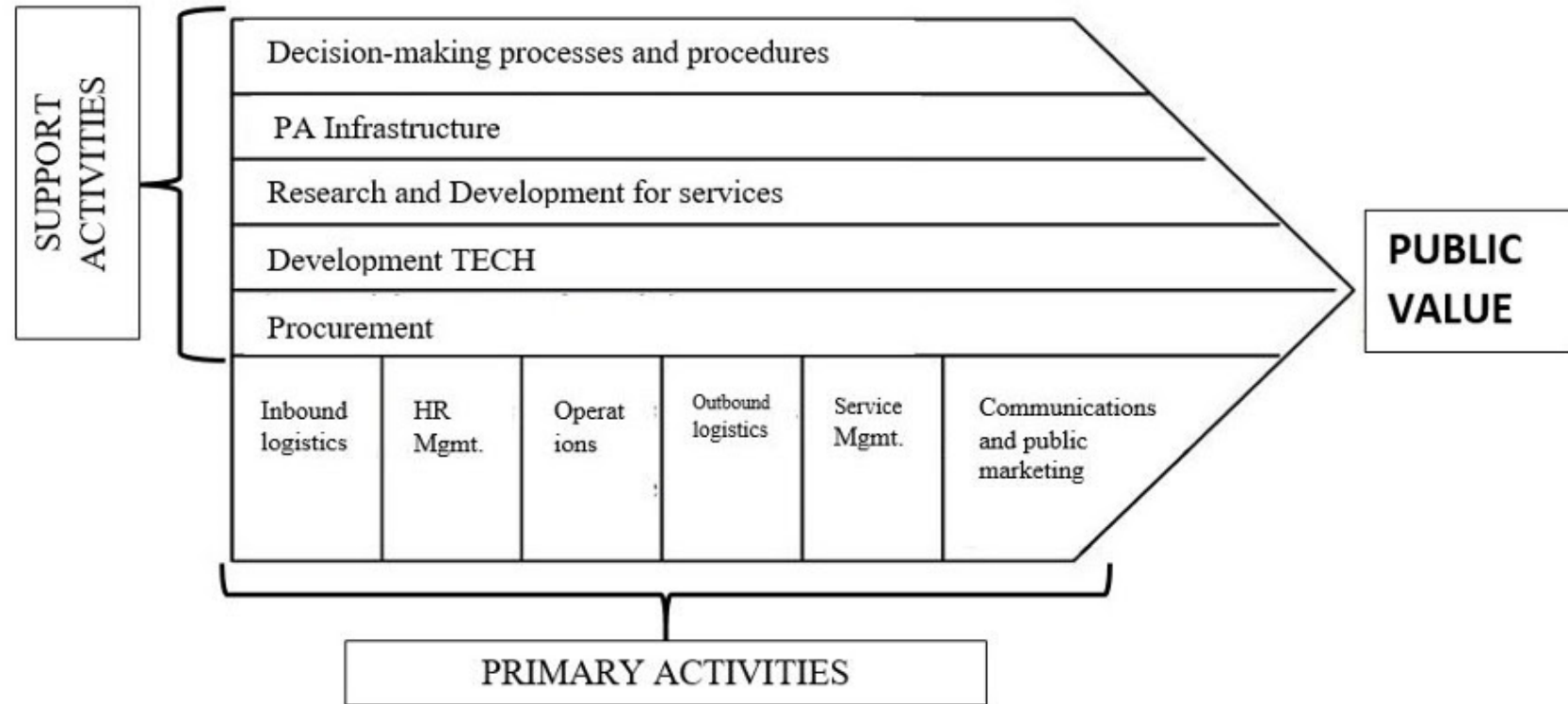


Social Enterprise objective

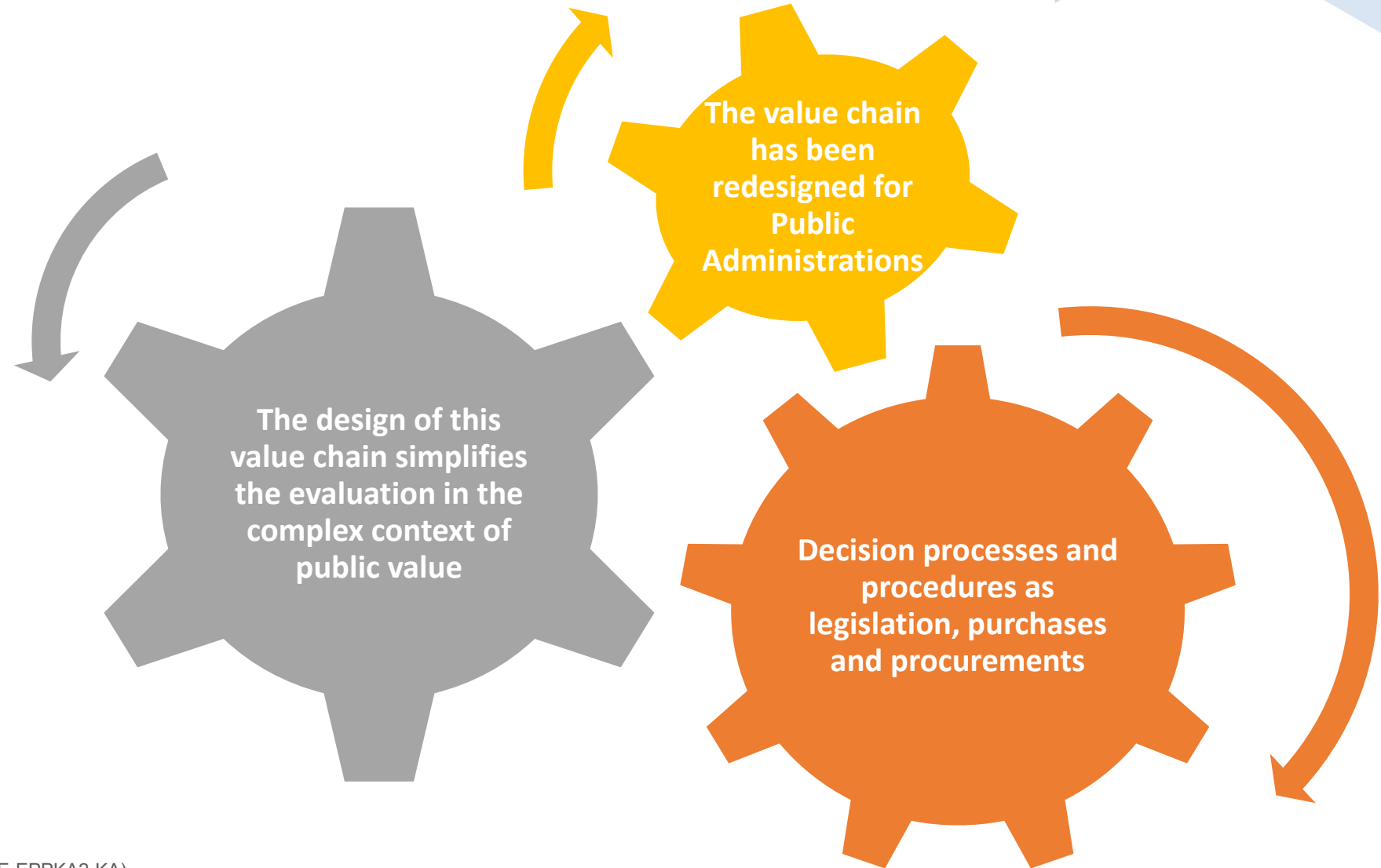
Creation of social
value

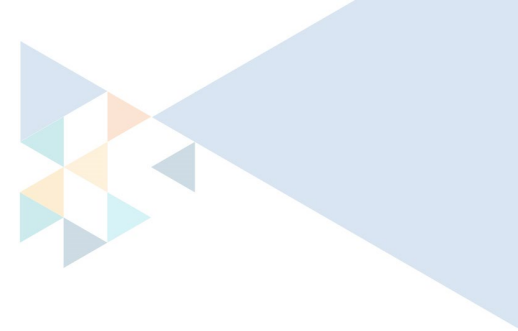
Under conditions
of economic
sustainability

The Public Value Approach



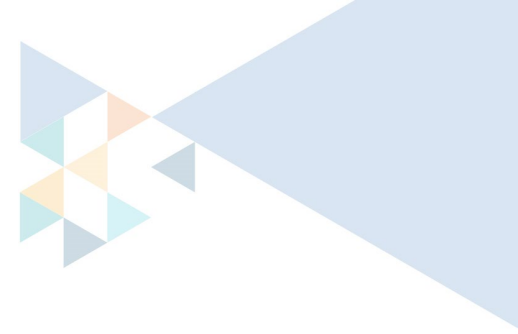
Features





The public value approach dimensions':





Thank you for your attention!