1   2   3

250100

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Hadoop

2014

Vargo   Lusch, 2008   2011;
Womack   Jones   2005   Gronroos   2011

2013

10

Shaw   2011
FitzPatrick   2013
Line   2014

Xie   2014

2014
2014
2012

2

5.

$

6.

2014   2014
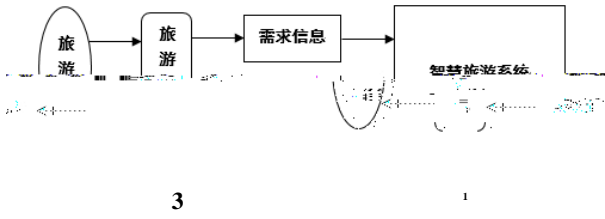
3

3   1

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