

動態競爭應用於易經成卦決策模式之研究以光陽機車公司為例

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摘要

Taiwan's domestic motorcycle industry is a mature industry . The sale and manufacture of KYMCO, Sanyang and Yamaha the past years account for approximately 90 percent of the domestic motorcycle market in Taiwan. In another words, the production and sale of motorcycle are highly concentrated. In this thesis, the characteristics of Taiwan motorcycle industry is used as an example to understand competitive strategy and response to possible use of dynamic competition to depict the image of the focus of KYMCO' s competitors by image analysis. A further analysis of the competitors image and the I Ching illustrated Bagua map can be found by the formation of competitive asymmetry in the Yi-Ching diagram and the point outside the diagram. They are further combined into an "Yi-Ching hexagram" , The images of operating policy decisions of the hexagram, meaning supplement to another level of thinking, provide enterprise to response to rapid changing external environment, different time and space, and hence provide multiple levels of competition analysis. This analysis will also help enterprises to construct more sustainable and comprehensive business strategies.

關鍵字：Yi-Jing , Competitive Dynamics , competitors image , Competitive Mapping