

台灣貨櫃海運業市場結構、廠商行為與經營績效之研究

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摘要

Taiwan is a typical island economy of the country, control of emerging markets in East Asia and Southeast Asia, the importance of geographic location, so the domestic shipping industry has always been an important industry for economic development. In addition, the foreign trade of goods rely on maritime transport key, especially in the container shipping industry as the representative, the present study was aimed at the container shipping industry's market structure and business development analysis and research to provide recommendations to industry and government agencies as a reference.

The above, the main purpose of this paper is to address the development of China's container shipping industry to explore the status and use of industrial economics in the Mason-Bain's "structure - conduct - performance" theory (Structure-Conduct-Performance, SCP), analyze its market structure, behavior and operating performance of firms. And will be the greatest player in two concentration ratio (Two-firm Concentration Ratio, CR2) and Hayes indicator (Herfindahl-Hirschman Index, HHI) as a measure of market concentration of the target. The companies will conduct part of the SWOT analysis, five forces analysis model to explore the industry's manufacturers conduct and competitive strategy. Another point of view common to the financial performance indicators to measure the performance of the industry's performance in order to explore the market of domestic container shipping industry operating conditions.

關鍵字：Container、Shipping、Structure-Conduct-Performance, market concentration.