

台灣電子製造業對事業層級策略之應用

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摘要

According to the Directorate General of Budget Accounting and Statistics Executive Yuan, R.O.C., the rate of export dependence on electronic manufacturing industry was about 30% in 2010. The economy of Taiwan relies heavily upon the electronic manufacturing industry; hence choosing appropriate business level strategies which are consistent with the environment based on suitable resources can allow firms to sustain their competitive advantages and earn a higher return for the electronic manufacturing industry in Taiwan. To have the sample from Hsinchu Science Park, this study explores the relationship among the perceived environment, the resources and the business level strategies and thereby it provides a better method for understanding performance variations among such firms in Taiwanese electronic manufacturing industry. It will integrate SCP and RBV theories framework to examine how firms chose their business level strategy. Additionally, the intensity of the effect of the precedent factors and business level chosen on the performance is also examined by path analysis method in this study.

關鍵字：Business Level Strategy、SCP、RBV