

市場結構、廠商行為與營運績效之研究-以臺灣造紙產業為例

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### 摘要

Because China's rising, the paper demand increases, various companies all build a plant to China, and develops the new market. This research carries on the discussion to Taiwan papermaking's industry management and operation.

Based on Mason-Bain's Structure-Conduct-Performance (S-C-P) industrial economy theory. The Four-Firm Concentration ratio(CR4) and Herfindahl-Hirschman Index(HHI) are used to measure the market concentration of the industry, and data from 2001 to 2010 are based to know its change with time.

關鍵字：Structure-Conduct-Performance、Market Concentration Ratio、Herfindahl-Hirschman Index