

以DEMATEL及ANP探討中小型半導體通路商之企業成長策略

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摘要

Taiwan's semiconductor industry continues moving out to China, therefore Taiwan's Semiconductor distributors must cooperate with the local distributors in China in order to survive. Using DEMATEL and ANP, this study discovers the key factors considered in when selecting partners in China for Taiwan's semiconductor distributors. This study divides the factors into four dimensions and ten criteria. According to the DEMATEL's results, market position is the most important dimension, and the complementary resources can effectively improve the strength of partnership. Then the weight of the ANP results show that trust and commitment, scale, market share and corporate culture are factors that increase the possibility of collaboration.

關鍵字：Semiconductor distributors, Strategic partnership, DEMATEL, ANP