

林虹秀、黃怡芬

E-mail: 387211@mail.dyu.edu.tw

ABSTRACT

With the antenna and related technologies mature product applications increase, making people's lives more convenient, consumer-oriented market Antenna Related Products Applications, but also with changes in market demand, more diverse. In the business process, technology life cycle and technology investment strategy plays an important impact among which contains internal factors and external environment, this study analyzed case study, in a competitive environment, companies pursue higher profits for the enterprise management key factors to be explored for the future management of related industries can be used as an important reference. In this study, antenna design factory as a case study to examine the management of its corporate practice methods and analyzed through secondary data, and to prepare interview guide to in-depth interviews will be compiled interview results with the literature, the development of conclusions and recommendations. Specific conclusions of this study are as follows: 1. Cycle at different technologies, companies have developed different characteristics. 2. The development of enterprises in the technology, the field of choice to the market demand-based. 3. Companies have the resources and technology strategy to aggressively Alternatively considerations. 4. Important factors affecting technology investment strategies and products are related to the level of market share. 5. Sources developed in-house R and D-based, low level of external sources. 6. Companies in determining competitive strategy, differentiation strategy is profitable for enterprises contribute.

Keywords : Technology life cycle, Technology investment strategy, Competitive advantage, Antenna design

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