電腦晶片組之研發過程與組織網路資源運用對產品發展績效之影響

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ABSTRACT

In the most recent decade, our time has been moving extremely fast and the modern technology has become ever-changing. The information industry, under the impact of the new technologies and the dominance of Intel and Microsoft, has become highly competitive with its market continuing to broaden year after year. Every player in the industry tries its best to gain some share in the market, thus stimulated the fast development of the upstream IC semiconductor industry. The PC chipset, one of the key component on the PC main board, has also progressed rapidly under the vast investment in the R&D arena. Taking into consideration of the PC chip set being another technology besides CPU emphasizing R&D development, the midstream and the downstream IC fabrication and packaging are actually two major parameters influencing R&D decisions.We will take the opportunity of this research to elaorate its importance. This research will adopt the case analysis methodology, taking the current Taiwan PC chipset manufacturers and their interorganizational network resources as examples, to analysize their impacts on the PC chipset development efficiency. This research discovers that interorganizational network resources being technology-intensive, the pure manufacturing-and service-oriented manufacturers actually play the roles of distributing production jobs and hastening the birth of products so that PC chipset manufactures can bring their products to the market in time to survcie in this fast-paced industry.They also elevat the Taiwan PC industry from the imitator to the creator, changing the Taiwan PC industry image in the world. Even though Taiwan PC chipset industry ranks among the top in world-wide market, more efforts are needed to be made among the industries and the pertinent academic fields to set up the best models to cultivate R&D talents, to integrate inter-department resources and to optimize the interorganizational network resources utilization among different industries to create even better results.

Keywords : PC chipset ; Interorganizational network resources ; Product development efficiency

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