

The Effects on Taiwan Paper Industry ' s International Business Strategy After Joining WTO

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ABSTRACT

ABSTRACT This research studies the impacts to Taiwan ' s paper industry after Taiwan has joined the World Trade Organization (WTO). Industry characteristics and structure analysis are also part of this research. The research does in depth case study on one company in the paper industry and thoroughly analyzes its data. The objective is to use those results to predict the future trends of the paper industry and generate some global business operation strategies. Due to lack of data in the global paper industry, this research only uses the information provided by Taiwan Paper Industry Association to identify the relationship between the source of raw materials and the production and sale in Taiwan. This research has concluded the following future trends in the paper industry: 1. Increase the abilities to manage oversea investments. 2. Develop vertical integration. 3. Emphasize the importance of strategic alliance. 4. Increase the accuracy of the market price predictions. 5. Collect information on international businesses and foster international businesses talents. This research has suggested several future business strategies for the businesses in the paper industry: 1. Increase the product lines aggressively. 2. Achieve economy of scale. 3. Develop bottom-up management. 4. Keep an eye on the market potential in China. 5. Phase out family businesses and strengthen internal management. Since Taiwan lacks many natural resources and has limited amount of raw materials, it is better for the businesses to invest aboard. The resources are easily accessible with such investment; hence achieve the economy of scale. Existing businesses in Taiwan have many competitive advantages in Taiwan because they are in the paper industry for long time. However, those competitive advantages are due to erode after Taiwan has joined WTO. Therefore, businesses must continuously develop new competitive strategies to compete successfully with the global competitions in the future. Key Words : Paper Industry, Word Trade Organization (WTO), International Strategy, Vertical Integration.

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Table of Contents

目錄封面內頁簽名頁博碩士論文電子檔案上網授權書 iii	大葉大學碩士論文全文授權書 iv	中文摘要	
v	英文摘要	vi	誌謝
viii	目錄	ix	圖目錄
xii	第一章 緒論		xi 表
1	第一節 研究背景		1 第
3	第二節 研究動機		3 第四節 研究限制
4	第三節 研究目的		3 第四節 研究限制
5	第二章 文獻探討		5 第二節 國際市場進入策略
10	第一節 對外投資理論		10 第三節 進入市場時機相關文獻
17	第二節 國際市場進入策略		17 第四節 核心競爭力相關文獻探討
38	第三節 進入市場時機相關文獻		38 第三章 研究方法
48	第一節 研究方法的選擇		48 第二節 研究對象的選擇
48	第二節 研究對象的選擇		48 第三節 研究架構
49	第三節 研究架構		49 第四節 研究流程
51	第四節 研究流程		51 第五節 初步觀察結論
52	第五節 初步觀察結論		52 第四章 產業分析
53	第一節 WTO的衝擊		53 第二節 產業特性
54	第二節 產業特性		54 第三節 產業現況分析
56	第三節 產業現況分析		56 第四節 台灣產業分析
60	第四節 台灣產業分析		60 第五章 個案分析與命題發展
65	第一節 個案分析		65 第二節 個案綜合研討
83	第二節 個案綜合研討		83 第三節 研究命題
85	第三節 研究命題		85 第四節 結論與建議
88	第四節 結論與建議		88 參考文獻
94	參考文獻		94 圖目錄
49	圖3-1 本研究之研究架構		49 圖3-2 本研究之研究流程
51	圖3-2 本研究之研究流程		51 圖4-1 歷年紙及紙板統計圖
57	圖4-1 歷年紙及紙板統計圖		57 圖4-2 1999~ 2000三年同期生產量比較表
58	圖4-2 1999~ 2000三年同期生產量比較表		58 圖4-3 1999~ 2000三年同期內銷量比較表
59	圖4-3 1999~ 2000三年同期內銷量比較表		59 圖4-4 1999~ 2000三年同期外銷量比較表
59	圖4-4 1999~ 2000三年同期外銷量比較表		59 圖4-5 1999~ 2000三年同期庫存量比較表
60	圖4-5 1999~ 2000三年同期庫存量比較表		60 圖4-6 2000年廢紙消費量比例圖
63	圖4-6 2000年廢紙消費量比例圖		63 圖5-1 投資報酬率與市場占有率的關係
85	圖5-1 投資報酬率與市場占有率的關係		85 表目錄
9	表2-1 折衷理論之特性分析		9 表2-2 海外投資活動類型
12	表2-2 海外投資活動類型		12 表2-3 國際市場進入策略類型
13	表2-3 國際市場進入策略類型		13 表2-4 國際企業進入策略選擇
14	表2-4 國際企業進入策略選擇		14 表2-5 進入模式的特性
15	表2-5 進入模式的特性		15 表2-6 不同進入模式的相關成本
15	表2-6 不同進入模式的相關成本		15 表2-7 各種進入模式研究之比較表
16	表2-7 各種進入模式研究之比較表		16 表2-8 國內學者對進入市場時機之相關研究
20	表2-8 國內學者對進入市場時機之相關研究		20 表2-9 先占廠商的競爭優勢
29	表2-9 先占廠商的競爭優勢		29 表2-10 先占廠商的競爭劣勢
34	表2-10 先占廠商的競爭劣勢		34 表2-11 核心競爭力定義之歸納
41	表2-11 核心競爭力定義之歸納		41 表2-12 核心競爭力類型
45	表2-12 核心競爭力類型		45 表2-13 核心競爭力種類
47	表2-13 核心競爭力種類		47 表4-1 歷年紙及紙板統計
56	表4-1 歷年紙及紙板統計		56 表4-2 廢紙消費量統計
62	表4-2 廢紙消費量統計		62 表5-1 A公司人力資源
66	表5-1 A公司人力資源		66 表5-2 A公司生產量
66	表5-2 A公司生產量		66 表5-3 A公司銷售量
66	表5-3 A公司銷售量		66 表5-4 A公司營業額
67	表5-4 A公司營業額		67 表5-5 B公司人力資源
74	表5-5 B公司人力資源		74 表5-6 B公司生產量
74	表5-6 B公司生產量		74 表5-7 B公司銷售量
75	表5-7 B公司銷售量		75 表5-8 B公司營業額
75	表5-8 B公司營業額		75 表5-9 C公司人力資源
78	表5-9 C公司人力資源		78 表5-10 C公司生產量
78	表5-10 C公司生產量		78 表5-11 C公司銷售量
79	表5-11 C公司銷售量		79 表5-12 C公司營業額
79	表5-12 C公司營業額		79 表5-13 產業環境分析比較表
82	表5-13 產業環境分析比較表		82

REFERENCES

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