

The Impact of Taiwan OEM Suppliers' Competences Configuration on Business Models - Moderating Effect of Resource- Depend

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ABSTRACT

The purpose of this study is to investigate the following topics. Firstly, the relationship between capabilities portfolio(1.manufacturing 2. manufacturing and R&D 3. manufacturing, R&D and marketing) and business portfolio(OEM, ODM, OBM) of contract service provider is discussed. Secondly, the interaction to its business portfolio derived from the resources dependency of its customers is also discussed. We build the research structure by studying related theories of core competence, the relationship between core competence and business portfolio and resource dependency. From statistical analysis of 49 contract service provider, we could group capability and business portfolio. There are dependent relationship between capability and business portfolio. When contract service provider owns only manufacturing capability, it tends to have more OEM business. On the other hand, when contract service provider has more manufacturing and R&D capability, it tends to have more OEM business.

Keywords : Capability Portfolio ; Business Portfolio ; Resource Dependency ; Manufacturing Capability ; R& ; D Capability ; Marketing Capability ; OEM ; ODM ; OBM

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