

A longitudinal study of the embedded network model between Faraday and UMC

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ABSTRACT

Network has become an important source of competitive advantage for firms. Especially, when an embedded network between firms has formed, a reciprocal and trust mechanism between them will trigger value creation. There are five sub-industries in a semi-conductor industry including IC design, IC design service, IC manufacture, IC package, and IC test, IC design service industry can be the latest one. Firms in the industry must cooperate closely with IC manufacture firms in order to offer the best service quality and even secure capacity from IC manufacture firms for their customers. Faraday has been considered the leading firm in the IC design service industry of Taiwan. Thus, we seek to use a longitudinal, qualitative case study to explore how an embedded network evolves between Faraday and its networked IC manufacture firm, UMC, for value creation. Finally, theoretical and practical implications about network will be concluded.

Keywords : embedded network ; evolution ; competitive advantage ; IC design service industry

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