

Research on how Syntornix mobilizing strategic network for value creation

張嘉珮、劉子歆

E-mail: 9606895@mail.dyu.edu.tw

ABSTRACT

A start-up firm has usually more growth risk than an established one. More and more firms employ networks to gain competitive advantages especially for start-up firms. Therefore, how to sustain a close cooperative relationship between networked firms particularly for a start-up firm has become an important managerial issue. In this study, we investigate an IC design service company, Syntornix, founded in 2001, to explore how this company effectively mobilizes strategic networks to secure competitive advantage and create value. A traditional semiconductor industry includes IC design, IC manufacture, IC package, and IC test industries. Nowadays IC design service industry has emerged. IC design service firms must closely collaborate with IC manufacture firms to reach a reciprocal goal. For instance, Syntornix attains exclusive IC design technology and sufficient capacity from Renesas Technology (RT) and Powerchip Semiconductor (PSC) respectively. While RT can attain an exclusive ICs designed by Syntornix and PSC also acquire capacity orders from Syntornix. In this paper, we firstly study the literatures about strategic network and value creation and then collect primary data through in-depth interviews and secondary data of varied documents whereby to develop the theoretical framework of this study. Theoretical and practical contributions will also be presented.

Keywords : strategic network ; value creation ; IC design service industry

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