

策略網絡與信任之共演關係:科雅電子之單一個案研究

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摘要

台灣半導體產業以專業分工聞名於全球，而具有彈性靈活與可因應多樣化市場需求特質化網絡關係也鑲嵌於半導體這個掌握全球經濟脈動的產業之中。本論文以台灣IC設計服務廠商 - 科雅電子為例，透過網絡互動關係研究，以策略網絡與信任的概念解釋兩者如何產生共演的關係，以期對策略網絡與信任提出理論意涵。根據文獻、個案資料與深度訪談後，分析歸納提出：一、網絡關係會因為信任改變或轉移而產生變化；二、而網絡關係改變之後也會產生新的信任程度。本論文最後綜合前述分析，提出研究結論與對未來研究之建議。

關鍵詞：策略網絡；信任；個案研究；共演

目錄

內容目錄 中文摘要	ii 英文摘要
iii 誌謝辭	v 內容目錄
vi 表目錄	viii 圖目錄
ix 第一章 緒論	1 第一節 研究背景與動機
1 第二節 研究的流程	3 第三節 研究目的
4 第二章 文獻探討	5 第一節 策略網絡
5 第二節 信任	9 第三節 共演關係
12 第四節 研究架構	13 第三章 研究方法
15 第一節 研究方法的選取	15 第二節 研究資料的蒐集
17 第三節 研究資料的分析	23 第四章 個案分析
25 第一節 IC設計服務產業整體環境產業概況	25 第二節 科雅、台積電及世界先進個案介紹
30 第三節 科雅發展過程網絡與信任之變化	37 第五章 結論與討論
45 第一節 研究結論	45 第二節 研究貢獻
46 第三節 研究限制與未來研究建議	47 參考文獻
49 附錄A 科雅電子公司發展沿革與重要記事	57 附錄B 台積電公司發展沿革與重要記事
58 附錄C 世界先進公司發展沿革與重要記事	59 附錄D 科雅電子公司訪談問題
61 附錄E 世界先進公司訪談問題	62

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