

The co-evolution of strategic network and trust: A case study of Goyatek

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ABSTRACT

The semi-conductor industry in Taiwan is internationally famous for the professional division of labor. The industry, always keeping up with the global economic trends, also includes the flexible network with the feature of various demands in the market. This research focuses on Goyatek, with the service of designing IC in Taiwan. The interaction in the network is studied, and the concept of strategic network and trust can explain how the co-evolution between the two occurs so that theories about them should be suggested. The results from analyzing review of related literature, case data, and in-depth interviews are: First, the relation of the network changes as the trust does; secondly, the changed relation of the network produces a new degree of the trust. Based on the very results, this study will propose the conclusion and suggestions for the following researches.

Keywords : strategic network ; trust ; case study ; co-evolution

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