

策略網路對價值創造之影響：亞洲光學之個案研究

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摘要

在劇烈變動的環境中，一家公司要如何運用其現有的資源和技術來為公司創造更大價值，為大家想要探討的議題。本研究運用Hung在2002年提出的策略網路理論為基礎，探討一家公司如何彈性的運用策略網路不斷的增進並強化自己的核心能力，來因應產業與大環境的變動，並擴展事業版圖。本研究針對亞洲光學做單一個案研究，分析其每個階段對策略網路的運用。結果發現亞洲光學在初期時，因自身能力不足只能靠著與其他公司合資來取得外部的資源和技術；中期，不僅僅是只靠著合資來補足自己的不足，甚至直接將其他公司的優勢，以併購或是入股的方式直接納入。後期，因為之前幾乎將其重心事業垂直整合完畢，所以繼續加強研發其重心事業，對策略網路的發展較為薄弱。最後提出研究建議。

關鍵詞：策略網路，價值創造，亞洲光學

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