

The Impact of Strategic Network on Value Creation:A Case Study of Asia-Optical

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ABSTRACT

It is an important issue of how to use resources and technologies to create value for firms in the face of rapid changing environment. This study is based on the Hung ' s categorization of strategic network in 2002 to explore how Asia-Optical flexibly uses its strategic networks to reinforce core competence expanding business territory. The findings show that Asia-Optical depended on joint venture to secure resources and technologies outside at the first stage. At the second stage, this company used merge and acquisition to engage in vertical integration. At the third stage, Asia-Optical centered on it own research and development. Finally, research suggestions about strategic network for theory and firms are presented.

Keywords : strategic network,value creation,Asia-Optical

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