

# Research on Network Strategy of the Organic Rice Production and Marketing Team of the Luyeh Village in Taitung

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## ABSTRACT

Network, applied by business to create competitive advantages, has been an important issue in the field of modern strategy management. With the developing of economics and the increasing of living quality, consumers are paying more attention to eating health. As a result, organic crops which emphasize on health, safety, and no chemical fertilizers and pesticides have become trends nowadays. This study focuses on one single case, discussing cooperative types of network strategy and surveying theories of forming motivates and benefits. By comparing in-depth interviews with secondary data, and analyzing the network strategy of organic rice production and marketing in Luyeh, Taitung County, this study seeks for the models of network cooperation and the results of network strategy. The results of the case study show that by cooperating with other companies or individuals, organic rice production and marketing teams can develop better network cooperative models to reduce business costs and consumers search costs, and to increase the competitive advantages for production and marketing teams. Finally, this study provides reference and recommendations for the future related research.

Keywords : network strategy ; organic rice ; production and marketing teams

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