

Research on Strategic Network and Value Creation - A Case of LINGSEN

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ABSTRACT

With the promotion and development by both the government and manufacturers, the semiconductor industry in Taiwan is well developed. From the design of IC and TMP (Transparent Media Adapter) to production, packaging and testing technology, every link of semiconductor industry is supported by many manufacturers. In recent years, since the supply of packaging and testing technologies of semiconductor in Taiwan has exceeded the demand, the market of semiconductor has engaged in price war. With the more fierce competition and shortening of product life cycle, more companies have used the Internet to create competitive advantage. This study used the strategic network theory proposed by Situ (2001) as its theoretical basis to investigate how the case company, Lingsen Precision Industry LTD., flexibly used strategic network theory to strengthen its own core competence, how it used the governmental network, technological network, and industrial network to create its own competitive advantage, and how it used its own crucial resources and its alliance experiences to create mutual values that can respond to the change of the market. This study used case study to investigate the theories of strategic network and value creation. In addition, it collected the secondary data and analyzed the data of in-depth interviews to propose the insights of relevant theories and their practice to make suggestions to future researches.

Keywords : Research on Strategic Network and Value Creation - A Case of LINGSEN

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