

Social Capital and Value Creation: A Case Study of Din Tai Fung

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ABSTRACT

Currently consumers are concerned with the quality, hygiene and service of restaurant. In the dining industry, the threshold of entering this market is low, thus it becomes the prior choices for entrepreneurship and career switching. The competition of dining industry becomes much intensely. In order to keep the business continuity, industries pay lots of attention on improving itself and creative the uniqueness of themselves.

Most famous brands in Taiwan, such as, wangsteak, din tai fung, and 85 ° C, they already extend their business from local to global with the globalization and internationalization dining industry. To survive in the dynamic and complete dining market, the industries not only consider the competition environment, but also need concern with the network relationship and social cooperation. Then create the benefit through the social capital.

The case of this study, din tai fung, during the development of din tai fung, they form the structural social capital via network members. After the structural social capital has been form, the people who cooperate will become trust and mutually beneficial via understand the e cognitive social capital. Moreover, the industries will produce the individual strengthened circulation and improve the resources of enterprises. In addition to all of the above, the enterprises are the creator of benefit; they can improve the worth of enterprises via the channel of the social capital and reduce the difference between customer's cognition and enterprise's management. Thus, the enterprises can reduce the disparity to create worth via the social capital.

According to this study, we explain how to use the social capital, and to create the worth successful by the case, din tai fung. This research extends the explanation of the social capital and provides the reference of creating worth of the social capital on enterprises.

Keywords : social capital、 value creation、 din tai fung

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