

The Study on the Bicycle Industrial Cluster Effect in Taiwan: A Systems Thinking Perspective

顏成堯、羅世輝

E-mail: 9806139@mail.dyu.edu.tw

ABSTRACT

With the upward of global macroeconomic, the competition of bike industry is become more and more intensive. Bike companies must develop new and sophisticated strategy and competitive advantages to survive in the market. The mother market of Taiwan is small and with limited resources, Taiwan bike companies develop Cluster Effect in middle of this island to maintain the competitive advantages. The Cluster Effect improve the supply chain not only in transport time-saving but also manufacturing flexibility, close-to-market, know-how, and data/ information exchange advantages also provide strong benefit. Those advantages flourish Taiwan bike industry and become market leader in the world. Hence, the following research is written based on industry Cluster Effect, plus industry network and absorptive capability. Though Cluster Effect of Taiwan bike industry and systems thinking to develop Causal Feedback Loop Diagram. Based on the Causal Feedback Loop Diagram, readers can understand how cluster companies improve their production and creativity by their networks and absorptive capability.

Keywords : bicycle industrial、cluster effect、cluster absorptive capability、systems thinking

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