

論文名稱：高科技產業國際競爭力影響因素

總頁數：81

之探討—以網路通訊產業為例

校(院)所組別：中國文化大學商學院國際企業管理研究所

畢業時間及提要別：九十九年度第一學期碩士學位論文提要

研究生：鄭耀甯

指導教授：賴素鈴

論文提要內容：

全球網路通訊產業一直以來為各國高科技產業重點產業之一，而其所創造的貿易績效，無論在國內經濟發展與國際競爭力方面，皆具有舉足輕重的地位。本研究乃依據世界經濟論壇(WEF)所公布「2008-2009 年全球資訊科技報告」之網路整備指數排名，選取排名居於前 30 之國家作為樣本，以產業層級資訊，驗證於本研究所提出的模型中之各因素(產業生產要素條件、國際市場需求條件與產業開放國際競爭程度)，對產業國際競爭力之影響效應，以深入探討影響網路通訊產業國際競爭力之關鍵因素。研究結果顯示三項因素皆對產業國際競爭力中之出口市場份額具有顯著影響性；其中，以國際市場需求條件對產業國際競爭力中之出口市場份額最為重要，其它依序為產業生產要素條件、產業開放國際競爭程度。而三項因素對產業國際競爭力中之顯示性比較利益亦同樣具有顯著影響性；其順序也與出口市場份額相同。此研究發現可作為日後企業或政府單位於相關產業發展決策之參考依據，也是本研究之貢獻所在。

關鍵字：網路通訊(network communications industry)、產業國際競爭力(industrial international competitiveness)、出口市場份額(export market share)

Analysis of International Competitiveness of Industry  
and Its Determinant Factors “A Study of the  
Network Communication Industry”

Student: Yao-Ning Cheng

Advisor: Prof. Sue-Ling Lai

Chinese Culture University

ABSTRACT

Global network communications industry has long been the focus of many high-tech industries. It has created trade performance, in terms of domestic economic development and international competitiveness and has played an important role.

In order to find the key factors for the industrial international competitiveness, based on NetworkedReadiness Index from "2008-2009 Global Information Technology Report" published by the World Economic Forum (WEF), this study used industry-level information from the top 30 of the countries as the sample to explore empirically the relationship between the industrial international competitiveness and four factors of the diamond model proposed by Porter in 1990.

The results of the study showed that the four factors of the Diamond model from the national perspective were all significantly related to the industrial international competitiveness in the Export Market share (EMS). The factor of production within the industry is the most important factor for the industrial international competitiveness in EMS, followed by the international demand conditions, industry in the international openness. Moreover, the three factors were all significantly related to the industrial international competitiveness in the Revealed Comparative Advantage Index (RCA). The factor of production within the industry is still the most important factor for the industrial international competitiveness in RCA, followed by followed by the international demand conditions, industry in the international openness.

The results may be used as a reference for private sectors or government in decision-making of future development of related industrial strategies, which is also the contribution of this study.

Key Words: network communications industry, industrial international competitiveness, export market share.