

題目	臺灣印刷電路板產業結構與發展研究—結構-行為-績效模型及策略群組分析的觀點
作者	嚴奇峰(中原大學會計學系教授) 楊凱文(中原大學會計學系碩士) 廖本哲(中原大學會計學系助理教授)
摘要	<p>近年來全球經濟低迷，各區域的印刷電路板 (PCB) 產業陷入低成長。面對全球競爭環境與客戶結構改變，臺灣 PCB 廠商逐漸在調整經營策略。如何釐清自身與競爭對手市場定位與演變，是管理者在執行並調整其競爭策略時的重要課題。</p> <p>本研究結合結構-行為-績效 (S-C-P) 模型及策略群組的分析，由臺灣經濟新報資料庫 (TEJ) 公開資訊觀測站所提供 2011-2015 年財務指標作為分群構面，透過合圖 (CoPlot) 分析法中離散係數及平均相關係數的檢測，將篩選後的臺灣 PCB 廠商之成本與績效等構面，從結構上劃分成三大策略群組—高績效領先群 (權益報酬率及營業利益較佳)、平衡發展群 (各項指標平均發展)、高成本落後群 (營業成本比表現較差)，並進一步分析及顯示這些廠商動態發展的策略與趨勢。本研究結果建議臺灣的 PCB 廠商需要認清並調整自身的競爭定位，辨識自己的競爭對手並強化自己的競爭力。</p>
關鍵字	臺灣；印刷電路板產業；結構-行為-績效模型；策略群組；合圖法
Title	A Research on the Structure and Development of Taiwan Printed Circuit Board Industry—Perspectives of Structure-Conduct-Performance Model and Strategic Group Analysis
Author	Ghi-Feng Yen Kai-Wen Yang Pen-Che Liao
Abstract	<p>The printed circuit board (PCB) industry is facing a recession crisis due to the global economic recession. Because the global competitive environment and the change of customer structure, Taiwan PCB firms are gradually adjusting their strategy. It becomes an important issue to clarify its own and competitors' positioning and dynamic development for managers in their competitive strategies.</p> <p>This study adopts the framework of S-C-P model as well as strategic group analysis to discuss the classification and the relationships among the facet. The data is accessed from the Market Observation Post System and the Annual Report of the manufactures of Taiwan Economic Journal (TEJ) in the years of 2011 to 2015, and analyzed by the CoPlot method. The results show that Taiwan PCB firms can be divided into three strategic groups: "high performance leading group," "balanced development group," and "high cost laggard group." The dynamic analysis shows the trend of the development strategies of these firms. Based on the results of this study, Taiwan PCB firms should identify the real competitors and adjust their market positioning thus to enhance the overall core competitiveness</p>
Keywords	Taiwan; PCB Industry; S-C-P Model; Strategic Group; CoPlot Method