

動態競爭易經決策模式之研究以台灣啤酒產業為例

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摘要

This study is about the combination of dynamic competitive analysis and Yi Jing eight trigrams to construct a dynamic decision-making model. Under the multiple competitive dynamics of the market, market commonality and resource similarity, This research analyze the competition and the dynamics of competition among main enterprises. The responses between main enterprises are also studied. The eight trigrams are transferred into the Yi Jing Text as the decision-making for the enterprise reference.

.Chen Mingzhe : the dynamic competition theory is realized from ancient Chinese literature : the Four Books and the Five Classics. In the Tuen hexagrams of Yi Jing, it says: a gentleman need to find out the ways from the complex situation. Discussed in the location, in theory, philosophy should be interlinked. "Time" refers to the time in which competition, "location" is the point at which competitive environment; "in the" Road in the face of a different time and environment due to place and to identify appropriate strategies , "should" is embodied by "in" of the policy, and the system should be.

In this study, the dynamic model of competition, market commonality and resource similarity are used to form the competitors image. The relative positions in the images of competitors, combined with the eight trigrams map of Yi Jing, will be even asymmetry of competition between competitors into the corresponding of the divinatory symbols of Yi Jing for the decision-making reference. The dynamic Yi Jing decision-making model of competition between the manufacturers and vendors is built in this research.

Key

關鍵字 : competitive dynamics、market commonality、resource similarity、Yi-Jing、