

應用結構-行為-績效模式探討我國充氣輪胎製造產業

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摘要

The automobile sales in China won the world championship in 2009 and 2010, and the volume achieved 13,500,000 and 15,600,000, respectively. With the fast rising of Chinese automobile industry and the benefit from the signing of ECFA, the Taiwan-capitalized tire companies, such as ChengShen, Kenda, NanKang, TaiFung and HwaFong, expand their product lines. Even so, the net profit rate to come could be reduced because of the global competition and the limits of environmental protection. Therefore, the focus of this research is to study the market structure of the tire companies in Taiwan rubber industry, discuss the issues of manufacturing, marketing and management, and expectedly provide useful advises for the companies and the government to obtain the ideal market achievements.

關鍵字：Structure-Conduct-Performance Model、Market Concentration Ratio、Herfindahl-Hirschman Index