

台灣無線區域網路產業經營發展與市場集中度分析

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摘要

In recent years, due to the large increase in demand for mobile bandwidth, China, India, Japan, USA, and many European countries have actively constructed broadband networks to enhance national competitiveness and promoted the growth of the networking industry. According to the Computing Information Service Center, the wireless communication industry is worth 91.5 billion NTD, annual growth rate of 12.5%. By researching and analyzing the business development and market structure of Wireless Local Area Networks (WLAN), this article aims to provide suggestions to the Taiwanese government and industry. The objectives of this study are to explore WLAN Management development and market concentration in Taiwan. Two-firm concentration ratio (CR2) and Herfindahl-Hirschman Index (HHI) are used to measure industry concentration, while SWOT and Porter Five-forces analysis are the analytical structures used to the objectives of this study are to explore.

關鍵字：Wireless Local Area Network、Industry Concentration、CR2 (Two - firm concentration ratio)、HHI (Herfindahl-Hirschman Index)