

全球金融海嘯下兩岸IC設計產業永續經營之發展策略分析

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摘要

IC design industry is inside the semiconductor industry and the pollution of the highest value-added knowledge-based economy, boost the economy for the lead role, so the between China mainland and Taiwan also actively promote the industry's rapid development. Taiwan and China because of the same kinds of cultural and geographical convenience, can be advanced process technology of Taiwan with China's low manufacturing costs, to enhance competitiveness and global market share of between China mainland and Taiwan . In this paper, Michael Porter (Michael E. Porter) of the "diamond model" and the "Clustering effect "as a tool to analyze the IC design industry cluster competitive advantage, while the shore to find two of the IC design industry business strategies . The results showed that: Taiwan's industry clusters, R & D technological innovation is still superior to the China, but in the " demand" "production factor" two dimensions appear less competitive. Future IC design industry sustainable development strategy: cooperation, virtual integration, strategic alliances, brand management, marketing, globalization, industrial upgrading, technological innovation .

關鍵字：IC design, the diamond model, industry clusters