

從出口產品角度探討建立台灣的國家品牌

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摘要

The concept of brand has been in people's minds. Nation Brand is a very important concept. In recent years, not only each government involved actively, but also the courses of various universities in the world have joined to discuss. At the same time, the Export Product in the country plays a very important role. It is not only the best means to enhance the country's image, but also the key which Nation Brand can develop continuously. Therefore, this study attempts to explore Nation Branding of Taiwan from Culture Export Product and deepen the core strengths of Taiwan. Then we can push Taiwan's Nation Brand into the world market, so that more people know about it. The results showed: from the AHP analysis found that weight of the first is "Smart Phone (c1)", second is "Green energy products (d1)", and third is "Biotechnology products series (d2)". In Dimensions weight analysis found that "the type of Emerging science and technology industry (D)" is the highest relevance and the high weight criterion.

關鍵字：Nation Brand、AHP、Export product