摘要

本研究提出一個量化模型來衡量影響產業獲利程度的四種競爭作用力，即運用競爭者侷限來衡量現有競爭者之間的競爭態勢、藉由供應商侷限來衡量供應商議價能力、利用客戶侷限來衡量客戶議價能力、最後採用結構同位侷限來衡量潛在競爭者與替代品的威脅。接著以台灣產業結構作爲實證資料來源，加以驗證此量化模型之可行性。實證結果顯示這四種競爭作用力對於產業的獲利程度具有顯著影響，換言之，本研究所提出之量化模型，可以用來衡量競爭作用力並且比較他們之間的大小，以及評估各個競爭作用力對產業績效的影響程度。實證結果發現，影響台灣製造產業績效的競爭作用力強度大小依序爲結構同位侷限、競爭者侷限、客戶侷限、供應商侷限。

關鍵詞：產業結構、競爭作用力模型、社會網絡分析、侷限、績效

Abstract

This study proposes a quantitative methodology for measuring the four competitive forces which affect industry profitability. More precisely, the proposed model uses the competitor constraint to measure rivalry among existing competitors, the supplier constraint to measure bargaining power of suppliers, the buyer constraint to measure bargaining power of buyers, and the structural equivalence constraint to measure threats of new entrants and substitutes. Then, this study empirically examines a sample of industry structures taken from Taiwan. The analytical results show that the four competitive forces indeed have statistically significant influences on industry profitability. Particularly, the model can quantitatively measure and compare the strength of the competitive forces that drive competition within industries, and estimate the impact of these forces on industry performance. The empirical results show that the sequence of the strength of the competitive forces that govern industry performance in Taiwanese manufacturing sectors is structural equivalence constraint, competitor constraint, buyer constraint, and supplier constraint.

Keywords: Industry structure, Competitive forces model, Social network analysis, Constraint, Performance