

The Development of Miao-li Local-Characteristics Industry And Its Competitiveness Analysis

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Abstract

The development of globalization and the out-moving of local industries had significantly changed Taiwan industry structure and resulted in the decline of traditional industries. Local-Characteristics Industry therefore become more important due to its admired functions in offering employment, mobilizing economies and its outputs, and upgrading citizen life quality.

The success of Taiwan industry's development depends on the prosperity of Local-Characteristics Industry. How the Local-Characteristics Industry could achieve its target of "Characterizing Local Industry and Industrializing Local Characteristics" and how to marketing the said industry to both Taiwan and Universe were key issues to Taiwan industry's development.

The study is focused on Miao-Li Local-Characteristics Industry. It try to find out the influencing factors and its impacts toward Local-Characteristics Industry and aims to strengthen Local-Characteristics Industry's development through the use of statistic methods of factor analysis, regression analysis, analysis of variance, post-hoc comparisons analysis and prospected offerings of findings and suggestions.

The government and industries must focus on integrating and building government resource and finding special product or industry. That will improve the competitiveness of the local-characteristics industry.

Keywords: Local-Characteristics Industry, competitiveness, industry competitiveness

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苗栗縣地方特色產業發展及競爭力分析

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摘 要

全球化的發展與產業外移，使得台灣產業結構發生改變，傳統產業逐漸沒落。地方特色產業因具提供就業、提升產值、活絡經濟、提升國民素質之功能，而日趨重要。

未來地方特色產業如何達到「地方產業特色化，地方特色產業化」的目標及面對全球化的環境，如何尋得利基市場，行銷台灣，推向全球，將是台灣地方特色產業發展的契機所在。

本研究以苗栗地方特色產業為研究主體，針對影響地方特色產業發展之要素構面、地方特色產業未來發展之利基，利用相關分析、迴歸分析、變異數分析、事後多重檢定等，進行相關之研究分析。研究結果顯示，地方特色產業之發展構面與內涵間具相關性。且發展構面與內涵對於苗栗發展地方特色產業之競爭力呈現顯著影響，表示發展構面與內涵之改善，將有助於提升苗栗地方特色產業之競爭力。業者及政府應多著重於政府資源之整合及建設、建立特色化之產業，方能有助於增加地方特色產業之競爭力。

關鍵字：地方特色產業、競爭力、產業競爭力

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