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Abstract
The focus of the research is to study the variation between 'Partner Selection' , and 'Cooperative Model'. Meanwhile, what selection criteria and cooperative model were used for existing Taiwan industries when choosing the business partners are also studied. The result of the study indicates that, traditional manufacturing, high-tech manufacturing and service industry tend to take into consideration, at varying level, of 'complementary skills and resources' , 'strategic or goal compatibility' , 'trust and commitment' , 'risk assessment' and 'past reputation and critics' at the time of partner selection. And when determining cooperative model, traditional manufacturing industry tend to choose 'production and manufacturing alliance' , 'equity alliance' , 'long-term cooperation' and 'over-power partnership' , while high-tech manufacturing industry tend to choose 'production and manufacturing alliance' , 'contractual alliance' , 'long-term cooperation' and 'equity-power partners' among others, while service industry prefers 'marketing, sales and service alliance' , 'contractual alliance' , 'long-term cooperation' and 'equity-power partners' . In further study, we divided our data into 'complementary group' , 'generally group' and 'similar group' based on different partner selection criteria. Complementary group shows higher percentage of employing 'technical development alliance' , 'production and manufacturing alliance' , 'marketing, sales and service alliance' , 'multiple alliance' , 'equity alliance' , 'joint-venture' , 'middle- or long-term or unlimited time cooperation' , and 'over- or equal power partners' as cooperative model. Generally group, on the other hand, uses significantly of 'short-term cooperation' , and 'partner has relatively great power'. Later discovery shows that, traditional manufacturing, high-tech manufacturing and service industry tend to choose partners of compensating industrial strength or resource capacity.
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