URN etd-0407109-183725-2070
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Statistics This thesis had been viewed 38 times. Download 0 times.
Department
Year 2004
Semester 1
Degree Master
Type of Document Master's Thesis
Language zh-TW.Big5 Chinese
Title Analysis of Present Situation of Hearing Aid Industry In Taiwan-The Case of STARKEY and WIDEX Agents Carrying Out Strategic Allianc
Date of Defense 0000-00-00
Page Count 127

Keyword
Hearing Aid
Strategic Alliance
Services Management
Customer Relationship Management

Abstract
Currently, it is European and American countries that are leading the international hearing aid industry because of their advanced social welfare systems and governmental assistance in the research and development of the hearing aids industry. It has been only twenty years since the hearing aids were introduced to Taiwan, and Taiwan government does not fund the research and development of hearing aids, so the hearing aid industry in Taiwan now relies on import. However, with twenty years' experience and learning in the hearing aid industry, Taiwan has made the hearing aid servicing and adjusting techniques more and more perfect. With the rise in the population of the hearing impaired and the improvement of the life quality in Taiwan, the hearing issue and the needs of the hearing impaired are drawing more and more attention. Therefore, Taiwan government has attached importance to the hearing aid industry in recent years and will enact laws and regulations governing the hearing aid industry. This research analyzed the operators who joined in the two hearing aids alliances in Taiwan, finding out the differences and advantages between their marketing systems so as to improve their competitiveness. This research also discussed how the two alliances should improve their customer management systems with the renovation of hearing aid adjusting software and peripheral hardware and under the situation that the number of the hearing impaired keeps going up, as well as how the two alliances should improve competitiveness with their advantages after Taiwan government drafted the laws and regulations governing the hearing aid. Finally, this research discussed and gave some suggestions to the development of Taiwan hearing aid industry in the future.
Advisory Committee - advisor

Files No Any Full Text File.
Date of Submission 2005-08-08