URN etd-0407109-183715-1235
Author Cheng Jung Tsai
Author's Email Address No Public.
Statistics This thesis had been viewed 42 times. Download 0 times.
Department
Year 2003
Semester 2
Degree Master
Type of Document Master's Thesis
Language zh-TW.Big5 Chinese
Title The Business Policy and Strategic Management of Innovative Hi-tech: The Discussion for The Analysis of Industry and Management Strategies of MOD in Chunghwa Telecom
Date of Defense 0000-00-00
Page Count 123

Keyword
MOD in Chunghwa Telecom
digital televiseion
valued-added service
management of technology
interactive

Abstract
This paper is based on innovative pattern and management of technology. By the ways of intensive interviews and conferring with bibliography build the framework of this paper. Besides those two research methods, I participated in the related seminars to conclude the three main developing strategies of MOD in Chunghwa Telecom: (1) the bundled-marketing strategy and the low-price strategy. (2) The valued-added service of video on demand. (3) The strategic alliance of cross-frontier and the applications of eight principles of innovative management of technology. To analyze the competitive ability of MOD by using “SWOT intersected matrix.” At last, the paper points out the suggestions of different strategies by viewpoint of interaction.

The research reaches conclusions about the future development and management strategies of MOD as following:

1.Owning perfect telecommunication hardware resources.

2.Promoting MOD from core-user by analysing its own customer database.

3.To develop its management strategies in many different market and to cooperate with other business partner by providing digital content and interactive valued-added service such as VOIP, on-line game, TV shopping, etc.

4.It combines advantages with technical resources. And using the idea “Put the Interactive Digital Environment from Sanctum to Living Room” to let MOD becomes the interactive multimedia control center of modern family.
Advisory Committee Nan Sheng Lee - advisor

Ming Yu Chang - advisor

Files No Any Full Text File.
Date of Submission 2004-07-26