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Abstract
Through over 50 years of development, the fastener industry has made inerasable contribution to the economic miracle of Taiwan and has made Taiwan "the Kingdom of Screw and Nut" in the world. However, China has risen with the advantage of low cost since 1995, and the magnetism effect of the "World Factory" has deprived the competitiveness of other Asian countries (including Taiwan). Under the rigorous ordeal of slower growth and declined profitability, the fastener industry of Taiwan also faces the same situation and challenges. Therefore, the enterprises must respond to the development trend of globalization, enhance self-competition and improve the management performance and core capacities, so as to realize sustainable operation and development and avoid being washed out by the severe competition.

The purpose of this research is to discuss the influence of three factors: quality strategy, performance of quality management, and quality evaluation and prevention, on the competitiveness of Taiwan's fastener industry. Questionnaire investigation is conducted during the research, and literatures and practical experiences are collected and analyzed to carry out the exploring empirical study, so as to find out the relations among the variables and their influences on the enterprises (including quality strategy, performance of quality management, quality evaluation and prevention). It is hoped that some useful conclusions can be drawn and suggestions be made as references for decision making and business management.

The empirical results of this research show that, quality strategy, performance of quality management, and quality evaluation and prevention have deep influence on the industrial competitiveness and these three variables supplement each other. The following conclusions are drawn in this research:

1.Quality strategy will influence industrial competitiveness, in particular, the development strategy and quality idea have a significant influence. The empirical results show that, an enterprise should pay much attention to the planning and future development of quality strategy and establish the idea of quality through molding the corporate culture and reviewing the values, so as to improve the competitiveness of the enterprise or the whole industry.

2.The performance of quality management has a deep influence on the industrial competitiveness. The empirical results suggest that, the enterprises emphasize the performance of quality

management, especially, the process of performance management. Hence, the result of performance management is related to the operation and competitive capability of an enterprise and it should be specially emphasized during the development of an industry.
3.The cost management and the concept of quality evaluation and prevention have influences on and are helpful for the quality competitiveness of an industry. The empirical results show that, in the improvement of quality competitiveness, the enterprises pay much attention to the quality evaluation and, especially, quality prevention. Therefore, an enterprise should carry out planning and resource input more effectively in the aspect of quality prevention. Only by doing so, its competitive advantage in quality can be enhanced, and the development of the enterprise or the industry can be promoted.
4.As regard to the relations among the three aspects, we can see that quality strategy is the foundation of the other two and has a decisive influence on both the planning and management of the performance of quality management and the improvement and future development of quality evaluation and prevention. Besides, the performance of quality management is also deeply influenced by the implementation effectiveness of quality evaluation and prevention. Therefore, when an enterprise is improving its industrial competitiveness, it should give priority to the consideration of the direction and orientation of quality strategy, and then decide the management and operation of the other aspects. This is the direction toward which the fastener industry should develop in the future.
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