

AN EMPIRICAL STUDY ON GLOBAL DEVELOPMENT MODE OF SMALL AND MEDIUM MANUFACTURING COMPANIES

Wen-Ya Tsai
Chang Jung
Christian University
Taiwan (R.O.C.)
yatsai@hotmail.com

Hui-Lin Chou
Chang Jung
Christian University,
Taiwan (R.O.C.)
hhuillin@gmail.com

Cheng-Hua Wang
Chang Jung Christian
University
Taiwan (R.O.C.)
huager@mail.cjcu.edu.tw

Shih-Hao Chen
Chang Jung Christian
University
Taiwan (R.O.C.)
ericchen101016@gmail.com

ABSTRACT

Globalization has subjected Taiwan's small and medium-sized enterprises (SMEs) to more fierce competition, mainly due to their differed industrial structure. When competing in global markets, recognizing and exploring new international market opportunities and utilizing available resources in the process of globalization are the keys to SMEs success. Therefore, the research of the Taiwanese IT industry model by Reference [17] was cited and expanded in this study to analyze and evaluate how Taiwan's small and medium manufacturing companies affect the performance and development of the industrial structure through interaction between dynamic capabilities and environmental factors.

Keywords: Manufacturing, SMEs, Globalization, Competitive.