

高科技廠商的存活風險分析： 以竹科廠商為例

中文摘要

新竹科學園區對我國的社經發展有著卓越的貢獻，就 2006 年的統計數據來看，年營業額佔全國工業生產毛額的比率約 35%，佔台灣 GDP 的比率則將近 10%，佔全國出口貿易總值的 8%，就業人數則約佔全國就業者的 1.2%，其實質重要性可見一般，所以竹科廠商的存活是與全國、地方的社經發展緊密交織無可劃分，竹科廠商的退出可能會造成經濟成長停滯、工作機會短少、政策資源錯置等問題。

既有研究多半強調竹科成功的要素，但往往會使我們將目光只放在成功廠商，而忽視廠商退出竹科的現象，又或者未正視高科技產業的特質之一：高風險，因此本研究將試圖運用事件史分析來捕捉在竹科特殊的產業生態中，高科技產業其風險的真正面貌，並運用資源基礎、資源依賴以及組織生態學的觀點來探討竹科的不同廠商所涉風險之影響因素。

關鍵詞：風險、廠商存活、新竹科學園區、事件史分析

Survival Analysis of the Hi-Tech Firms : A Case Study of the Hsinchu Science Park

Abstract

The Hsinchu science park has made remarkable contributions to Taiwan's development, so far as statistics in 2006, the annual sales volume takes up 35% of the national industrial production volume, nearly 10% of Taiwan's GDP, it also accounts for 8% of the national export trade. The employment of the Hsinchu science park takes up 1.2% of the total employment of Taiwan. Its significant importance is easy to be understood fully at a glance, so the survival of firms in the Hsinchu science park interweaved with Taiwan's society and development. Firm exit not only makes the working opportunity deficient, but also affect the usage of policy resources and the socio-economic development of Taiwan.

Academic researches about the Hsinchu science park only emphasized the successful element, placed sight on the successful manufacturer, and ignored the phenomenon that some firms have exited from the Hsinchu science park. Actually, one characteristic of the Hi-Tech industry was high risk. So this research will attempt to use the event history analysis to realize firm survival in the Hsinchu science park, catch the real risk of Hi-Tech industry and understand the important factor that effect firm exit from the Hsinchu science park through resource-based theory, resource dependency theory, and organizational ecology perspective.

Keyword: risk, firm survival, Hsinchu science park, event history analysis