

# TABLE OF CONTENTS

|  |           |
|--|-----------|
| <b>CHAPTER 1 Introduction.....</b>   | <b>6</b>  |
| 1.1 Research background.....   | 7         |
| 1.2 Trade dependence in the globalization processes.....   | 13        |
| 1.3 Concept of global communication.....   | 17        |
| 1.4 Analytical framework.....  | 21        |
| <b>CAPTER 2 Literature review.....</b>   | <b>27</b> |
| 2.1 Trade dependence across the Taiwan Strait.....   | 29        |
| 2.2 The evolution of ethnic-Chinese business networks.....   | 37        |
| 2.3 Impact of the news media (broadcasting) and Internet<br>on international trade relations.....                          | 40        |
| 2.4 The existing studies.....  | 54        |
| <b>CHAPTER 3 China and Taiwan in the Asia-Pacific global<br/>        information and communication infrastructure.....</b> | <b>56</b> |
| 3.1 Mainland China's telematics policy.....  | 60        |
| 3.2 The role of the Taiwanese MNCs in the regional and<br>global communication infrastructure.....                         | 65        |
| <b>CHAPTER 4 The Internet and Greater South China.....</b>   | <b>73</b> |
| 4.1 The Internet dimensions of Hong Kong.....  | 74        |
| 4.2 The Internet dimension of Guangdong.....   | 79        |
| 4.3 The Internet dimension of Fujian.....  | 81        |
| 4.4 The Internet dimensions of Taiwan.....   | 82        |
| <b>CHAPTER 5 Trade dependence between Taiwan and<br/>        mainland China.....</b>                                       | <b>86</b> |
| 5.1 B2B e-commerce across the Taiwan Strait.....   | 102       |

|   |            |
|---|------------|
| 5.2 Taiwanese and mainland China’s SMEs.....  | 104        |
| 5.3 Chinese business networks.....  | 107        |
| <b>CHAPTER6 Conclusion.....</b>   | <b>111</b> |
| <b>REFERENCES.....</b>  | <b>114</b> |
| <b>Online Portals.....</b>  | <b>119</b> |
| <b>APPENDIXES.....</b>  | <b>121</b> |
| <b>APPENDIX 1</b>   |            |
| Interview with the Steven Yen, Managing director<br>of the branch office in Singapore, from the trade company: “Longshine<br>Technology Co.Ltd.”..... | 121        |
| <b>APPENDIX 2</b>   |            |
| <b>Table 8.</b> Empirical Analysis of Internet Filtering in China.....  | 125        |
| <b>APPENDIX 3</b>   |            |
| <b>Table 9.</b> Trade Dependence (1981-2006).....   | 129        |
| <b>APPENDIX 4</b>   |            |
| <b>Table 10.</b> Taiwan to Hong Kong Trade Volume (1986 - 2006).....  | 131        |
| <b>APPENDIX 5</b>   |            |
| <b>Table 11.</b> Top Five Recipients of Taiwanese<br>Overseas Investments, 1952 – 2000.....   | 132        |
| <b>APPENDIX 6</b>   |            |
| <b>Table 12.</b> The e-government Ranking.....  | 133        |

|   |            |
|---|------------|
| <b>FIGURES.....</b>   | <b>134</b> |
| <b>Figure 1. Business online in Taiwan (2003-2004).....</b>   | <b>134</b> |
| <b>Figure 2. Internet Penetration Rates in Business of<br/>Different Sizes in Taiwan (2001-2002).....</b> | <b>135</b> |
| <b>Figure 3. Types of Internet Access Technologies<br/>Used by Online Business (2001 -2002).....</b>      | <b>136</b> |
| <b>Figure 4. Reasons Why Users Frequently Visited Online<br/>Game Media (2004).....</b>                   | <b>137</b> |
| <b>Figure 5. The World Competitiveness Ranking (2005).....</b>  | <b>138</b> |
| <b>Figure 6. Top15 Broadband Countries by Number<br/>of Lines (2005).....</b>                             | <b>138</b> |