

# 品牌資產、策略聯盟與市場經營績效之研究

## -以兩岸生技業之 A 公司為例

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### 摘 要

近年來，由於政府政策獎勵生技相關產業發展，使得該產業逐漸朝向多元化、大眾化與國際化發展。然而，隨著快速成長之競爭壓力，生技業的廠商在營運上若僅運用自身核心能力已無法趕上市場需求，故強化企業之品牌資產與策略聯盟等相關議題就逐漸重要。

因此，本研究以個案研究法為主，選擇個案 A 公司為研究對象，並輔以該公司之多位高階主管進行多次深度訪談，以探討該企業如何運用品牌資產、策略聯盟等策略去提高經營績效相關作法。本研究結果發現：個案企業能預應環境改變，去執行品牌資產、策略聯盟等相關策略對公司整體經營績效是有成長的，期許個案企業能落實持續改善品牌資產、策略聯盟等策略之執行，並對其未來的發展方向提出行銷實務上的建議。

**關鍵詞：**品牌資產、策略聯盟、市場經營績效、生技業。

# **An Exploratory Study on Brand Assets, Strategic Alliance and Market Performance—the Case of A Company in Biotechnology Industry between Two-Strait**

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## **Abstract**

In recent years, biotechnology related industry has gradually become more diversified, popular and international because of government policy supporting. However, with rapid growth of competition, companies can't cope with market growth only by their core competence. As a result, some issues on company's brand assets and strategic alliance were becoming increasingly important. Consequently, this study was based on the case study method and selects the case of A company as the research object.

Furthermore, this research also conducted several in-depth interviews with senior high-level management as supplement. Finally, this research findings: the branding & strategic alliance relevant strategies has grown for the company's market performance. It is expected that the case of enterprises will continue to implement the related strategies. In the future, this research can provide some marketing practical suggestions for the A company.

**Keywords: Brand Assets, Strategic Alliance, Market Performance, Biotechnology Industry**

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