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摘要 (中)	<p>行動電話銷售以電信系統商與手機代理商就特定機型合作推案為主，刺激消費者產生申請門號與手機動機，形成國內行動電話高普及率規模之主因。因此與手機代理商如何合作是目前電信業者重要決策之一，不但涉及電信市場通路規模，且對日後發展 3G、NP 服務更是具有重大影響。在變化快速的電信市場情境下合作意願如何建立，才能保有市場優勢，合作過程應考量那些要項，是合作雙方重要決策關鍵，故有深入探討之必要。本研究以交易成本理論與社會交換理論觀點，針對三家手機代理商進行研究。企圖驗證：1.電信系統商與手機代理商因交易成本理論影響合作意願的程度。2.當運用社會交換理論中的信任程度與權力大小變數時，電信系統商與手機代理商合作意願是否隨之改變。研究結果發現：除了「權力」變數外，「資產特殊性」、「環境不確定性」、「行為不確定性」、「信任」等變數皆會影響合作意願。基於研究發現，本研究建議：1.強化物流、維修管理制度，爭取系統商合作機會。2.建立公平、合理化之合約條款，兼顧成本與利潤目標。3.塑造市場競爭定位，規劃核心行銷策略，開創雙贏局面。4.穩固通路，重視消費者需求，提升認同感，建立市場優勢。</p>
摘要 (英)	<p>Among Taiwan telecom industry, the popularity and coverage of mobile phone subscribers has been achieved to an extensive economics of scale which is mainly contributed by the bundle promotion between operator and handset vendor. Hence as a telecom operator, how to collaborate with handset vendor is long regarded as one of strategic decisions, not only because it's being as a driver for obtaining market share, but also a successful factor when new services launch to the market such as 3G and MNP. In order to sustain the competitive edge, how the cooperative will can be formed under the fast changing mobile market, the de facto agenda to be brought up and discussed marks an imperative importance to both parties during the cooperative courses pursued. The application of Transaction Cost and Social Exchange Theory in the co-operation model of Telecom operator and Handset vendors attempts to verify: 1. Based on the transaction cost theory to discuss the degree of influence on the subject of cooperative will among telecom operators and handset vendors. 2. The interaction occurred on the level of social exchange trust and of the parameter of power in the theory, the cooperative will there upon changed among the 2 parties. The key finding of the study is except 'power', other parameter such as 'assetidiosyncrasy', 'environmental uncertainty', 'behavior uncertainty', 'trust', etc. will affect the cooperative will of operators. Based upon the study, four recommendations are proposed to operators and handset vendors: 1. Strengthen logistics and handset repair management system to gain higher possibility of cooperation with operators. 2. Offer reasonable and fair cooperation contract and emphasize on both cost and profit objectives. 3. Define core competence</p>

	and brand positioning to create win-win situation with partner. 4.Build up brand competitiveness thorough channel stabilization and customer-oriented sensitivity.
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