

From Contract Manufacturing to Own Brand Management: The Role of Learning and Cultural Heritage Identity

从代工迈向自创品牌：学习和文化遗产认同感的影响

Ching Horng (洪清德) and Wayne Chen (陈韦宇)

Appendix

A. Questionnaire Items for *OBM Performance*

自創品牌績效問項

Increase the name recognition of our firm.

提昇我們公司的知名度.

Increase growth of our firm.

增加我們公司的成長率.

Increase profits of our firm.

提昇我們公司的利潤.

Increase long-term competitiveness of our firm.

培養我們公司的長期競爭力.

B. Questionnaire Items for *Manufacturing Performance*

製造績效問項

Reduce production cost as a percentage of sales.

降低製造成本佔營收的比例.

Increase production yields.

提昇製造方面的良率.

Ensure on-time delivery.

確保產品及時交貨.

Reduce turnover time from raw material procurement to shipment of final products.

縮短取得原料到交貨的週轉時間.

C. Questionnaire Items for *Learning from the Key Buyer / Subsidiary*

向主要客戶/子公司學習問項

Is useful to immediate daily operations.

可以立刻運用到實際的日常業務運作.

Has positive impact on firm's performance right away.

對公司營運績效在短期即有正面影響.

Increases current operation efficiencies and reduces costs.

提高目前的經營效率和降低成本.

Changes our firm's fundamental management philosophy.

改變公司基本的管理理念.

Helps our firm achieve its long-term mission and objective.

有助於公司達成長期使命和目標.

Prepares our firm for future corporate transformation and challenges.

有助於公司面對未來轉型的挑戰.

D. Questionnaire Items for *Cultural Heritage Identity*

文化認同問項

We work hard to provide good product to enhance the Island's image.

致力於提供優良產品以提昇我國產品形象.

We view the task of upgrading Taiwan's image as our social responsibility.

認為提昇台灣國際形象亦是企業社會責任.

We feel proud of our own cultural heritage.

以華人企業為榮.