

系 所 別：行銷與流通管理系

組 別：乙組

考科代碼：2352

考 科：英文

注意事項：

- 1、各考科一律可使用本校提供之電子計算器，考生不得使用自備計算器，違者該科不予計分。
- 2、請於答案卷上規定之範圍作答，違者該題不予計分。

Read the following article and answer the questions below.

Small and medium-sized enterprises (SMEs) in a global economy

Small and medium-sized enterprises (SMEs) account for over 95% of firms and 60%-70% of employment and generate a large share of new jobs in OECD economies. They have specific strengths and weaknesses that may require special policy responses. As new technologies and globalisation reduce the importance of economies of scale in many activities, the potential contribution of smaller firms is enhanced. However, many of the traditional problems facing SMEs – lack of financing, difficulties in exploiting technology, constrained managerial capabilities, low productivity, regulatory burdens – become more acute in a globalised, technology-driven environment. Small firms need to upgrade their management skills, their capacity to gather information and their technology base.

Governments need to improve SME access to financing, information infrastructures and international markets. Providing regulatory, legal and financial frameworks conducive to entrepreneurship and small firm start-up and growth is a priority. Fostering public-private partnerships and small-firm networks and clusters may be the most expeditious path to a dynamic SME sector. Grouped in local systems of production, SMEs can often be more flexible and responsive to customer needs than large integrated firms. They can pool resources and share the costs of training, research and marketing. Clustering facilitates exchange of personnel and diffusion of technology and creates new possibilities for efficiency gains. Importantly, these local networks and support systems can help SMEs meet the challenges of globalisation. Whether alone or in clusters, SMEs are seeking international opportunities through strategic alliances, franchising and joint ventures.

Government policy initiatives should take account of regional and local factors which affect entrepreneurship and build on these particularities to foster small-firm partnerships. Policies should

use local institutions, groups of industries and inter-firm linkages to create and strengthen the micro-level bonds which can underpin global competitiveness. Building on local strengths, SME policies need to address the new dynamics of entrepreneurship and small-firm clusters to meet the challenges posed by globalizing economies.

(Source: <http://www.oecd.org>, 2016)

- 1) According to the report, what problems do small and medium sized enterprises (SMEs) face when entering foreign markets, and what measures can be taken to tackle the problems? (50 points)
- 2) Most of Taiwan's export firms are SMEs. In your view, what can/should be done to improve the competitiveness of Taiwanese firms in the global economy? (50 points)