

Cluster Mapping Workshop

Janet Tan

IDAS, National Chengchi University

Economic Cluster Mapping for Taiwan Workshop

產業聚落工作坊



Janet Tan and Michael Porter

26th May 2015 – 15:10-17:00 + reception

General Building of Colleges, 6th Floor, GIS Lab Rm. 270610

National Chengchi University

時間：2015年5月26日 15:10-17:00 + reception 會後備有茶點招待

地點：國立政治大學綜合院館，GIS教室 270610室。

This workshop introduces cluster mapping methodologies and cases offered by the Harvard Business School by Professor Michael Porter who started competition research. In the 1980s he continued to perfect his strategy for competitiveness and sustainability research methodologies. The latest release was in September 2014 for United States cluster mapping after 20 years of methodological development.

此工作坊介紹哈佛大學商學院麥可波特教授的產業聚落研究方法及個案探討。為提升研究方法的競爭力與延續性，在1980年代，波特教授延續精進他的研究策略。2014年九月，波特教授最新的研究結果出爐，並以美國產業聚落20年來的研究方法發展為例。

The cluster mapping methodology attempts to address economic and sustainable developmental questions:

此產業聚落研究方法試圖探討經濟與永續發展的問題：

“Why are some nations or regions more prosperous than others? What conditions enable global corporations or local businesses to innovate and grow?” From Porter’s point of view that “Traditional economic theories fail to capture many of the underlying forces at work in today’s global economy. Competitiveness is the only way to achieve sustainable job growth, improve wages, and raise the standard of living—yet the real meaning of competitive advantage is poorly understood.”

為什麼有些國家的經濟發展較其他國家發達？又有那些重要因素促使國際企業或是在地產業創新與成長？波特教授認為傳統的經濟理論已無法完全解釋今日全球經濟的多方因素角力，但競爭力是唯一一個對於就業率，薪資水平，與生活水準提升的重要因素，然而卻沒有太多人瞭解競爭優勢的真正意義。

Janet Tan, NCCU IDAS candidate, recently attended the Harvard Microeconomics of Competitiveness training course to acquire the concept and practice of cluster mapping. She will present cases in the workshop to share her research experience building Taiwan’s “cluster-mapping framework” under Michael Porter’s guidance.

此工作坊講者，談仲光，現為政治大學亞太研究英語學程博士候選人，參加哈佛大學個體經濟競爭力課程，學習產業聚落的概念與實踐。此次工作坊中，講者介紹現代的聚落產業的個案，以及分享她在波特教授指導下的台灣產業聚落研究架構經驗。

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Contact: David Blundell (卜道), dsb@nccu.edu.tw / mobile 0937-910-751