企業導入設計思維對產品結構與營造組織創新之影響─以台灣上市、上櫃公司實證分析為例

The Influence of Enterprise's Introducing Design Thinking on Product Architecture and Organizational Innovation— Empirical Analysis for Taiwan Listed, OTC Company

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摘要

　　本研究透過整合性研究 (設計思維與產品結構及組織創新等觀點)，目的在於：第一、設計思維對產品結構將帶來何種影響及如何影響？第二、設計思維對營造組織創新模式將帶來何種影響及如何影響？第三、設計思維模式下的產品結構與組織創新，如何影響企業經營績效？本研究採量化研究的實證分析，並以在台灣上市、櫃廠商為主要的問卷調查對象，共發送 1548 份，問卷回收率 17.12%。本研究經過分析，獲得以下幾項重要之發現。第一、企業導入設計思維會顯著影響產品結構規格化程度。第二、企業導入設計思維會顯著影響組織創新模式。第三、企業導入設計思維會透過產品結構，進而對組織經營績效帶來正向影響。第四、企業導入設計思維會透過組織創新模式，進而對組織經營績效帶來正向影響。最後、建構適合於台灣企業主導產品結構與營造組織創新的設計思維。

關鍵字：設計思維、產品結構、組織創新、經營績效

ABSTRACT

　　The purpose of this study is at the following points through this integrated research (including design thinking and product architecture and organizational innovation): First, what impact will the design thinking have on the product structure and how it will be affected? Second, what impact will the design thinking bring on the organization's innovation model and how it will affect it? Third, design thinking model of the product architecture and organizational innovation, how to create customer value and affect the business performance? This study takes quantitative research empirical analysis, and to listed in Taiwan, OTC manufacturers as the main survey respondents. The number of questionnaire was 1548 and the questionnaire recovery rate was 17.12%. This study was quantified and analyzed, and the following important findings were obtained. First, the enterprise into the design thinking will significantly affect the product architecture of the degree of standardization. Second, the introduction of enterprise design thinking will significantly affect the organizational innovation model. Third, the enterprise into the design thinking through the product architecture, and then on the organizational performance of a positive impact. Fourth, the enterprise into the design thinking through organizational innovation model, and then on the organizational performance of a positive impact. Finally, the construction is suitable for Taiwan enterprises leading product architecture and create organizational design ideas.

Keywords: Design thinking, Product architecture, Organizational innovation, Business performance