

技術策略與顧客價值配適研究：新產品開發的資源基礎觀點

Fitting in Technology Strategy with Customer Value: A Resource-based View on New Product Development

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摘要

技術開發策略應衡量技術生命週期的階段、企業自身能耐，以及由顧客端所組成的驅動力。過去已分別針對技術能力和市場需求的評估進行相關研究。然大多數研究忽視了技術策略與客戶需求間的配適。本研究建構一整合性模型，以補足技術發展和客戶需求間的缺口。應用來自專利分析方法的技術生命週期和特徵價格模型以釐清影響產品價格的變量，以及評估廠商的技術能量和顧客對產品評估活動之間的關係。以台灣的第三代 (3G) 電信的 27 個有效樣本作為研究對象。研究結果：3G 手機的技術從 2004 年開始增長，逐漸步入技術成熟期；內建主相機和移動商務等手機特徵對 3G 手機價格具有影響，而手機品牌對手機價格有負面影響；其他功能特徵則不影響手機的價格；手機上市時間並不會顯著影響產品的價格。企業經營者根據本研究結果能夠決定資源分配，以極大化資源的利用效率，以及增加市場競爭優勢。

關鍵字：技術策略、顧客價值、特徵價格模型

ABSTRACT

The technology development strategy should take into account the present stage of technology life cycle and the enterprise's own capability as well as the driving forces constructed by customers. Previous studies have separately evaluated the influence of technical capability and market demands. However, most studies neglect the concept of fitting in technology strategy with customer needs. This study develops an integrated model to fill the gap between technology development and customer needs. We employed technology life cycle from a patent analysis method and the Hedonic Pricing Model to identify the variables that influence the product price, and evaluated the relationships between the technical capabilities of firms and customers' evaluation activities on the products. These analyses are based on samples from the Taiwan the Third Generation (3G) telecommunications industry 27 valid ones. It was found that 3G mobile phone technology began to develop in 2004 and gradually reached the technology maturity stage. Two features, the main camera and mobile commerce, have impacts on the price of 3G mobile phones. However, the brand has a negative effect on the product price. In addition, the other features do not affect the product price of mobile phones. The time to market does not affect the product price significantly. According to the results, enterprise top managers are able to decide the resource allocations to maximize utility efficiency of the resources and to increase their higher market competitive advantage.

Keywords: Technology strategy, Customer value, Hedonic pricing model