

產業創新程度、破壞式創新、與廠商績效之研究

Industrial Innovativeness, Disruptive Innovation, and Firm Performance

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摘要

本研究試圖回答關於產業技術環境快速變遷下之廠商破壞式創新的兩個研究問題。首先，產業技術環境如何影響一家企業破壞式創新之程度；其次，廠商之破壞式創新程度與產業技術環境如何影響廠商績效。藉由對台灣資訊科技廠商之實證研究，發現在產業持續性創新程度高時，規模較小的廠商傾向採取較高程度的破壞式創新。更重要地，採取較高程度的破壞式創新之廠商，其廠商績效更佳，尤其是在高度產業持續性創新之環境。

關鍵字：產業技術環境、破壞式創新、創新策略

ABSTRACT

The aim of this research is to answer two research questions about a firm's disruptive innovation in a changing industrial technological environment. First, how does industrial technological environment influence a firm's extent of disruptive innovation? Second, how does a firm's disruptiveness interacted with industrial innovation environment affect firm performance? By conducting an empirical research for Taiwan's information technology firms, the results show that in a higher industrial sustaining innovation level, smaller firms are inclined to have a higher extent of disruptive innovation. More importantly, a firm's higher disruptive innovation extent can help to improve a firm's market performance particularly in a higher industrial sustaining innovation level.

Keywords: Industrial technology environment, Disruptive innovation, Innovation strategy