The Trade-Off Between Customer and Technology Orientations: Impact on Innovation Capabilities and Innovation Performance

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ABSTRACT

The purpose of this study was to investigate the relationship of the customer-oriented, technology-oriented, product innovation capability and innovation performance in Taiwan's high-tech industry. Sampling conducted by mail questionnaire, 345 questionnaires were issued and 290 were returned. Descriptive statistics analysis, factor analysis, reliability analysis, correlation analysis were conducted to test the hypothesis. The results of this study are as follows: 1. Technology oriented enterprises' innovation capability has positive impact on customer-oriented enterprises' innovation capability. 2. Enterprises' innovation capability has positive impact on enterprises' innovation performance. 3. Customer-oriented enterprises' innovation performance has positive impact on technology-oriented enterprises' innovation performance.

Keywords: technology orientation, customer orientation, innovation capabilities, innovation performance

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