Keywords: product innovation, organizational network, instant noodle industry

This study has explored the product innovation by way of instant noodle industry. The conclusions were as follows: 1. The pattern of product innovation in instant noodle industry is a network pattern. 2. The product innovation in instant noodle industry changes according to industry life cycle. 3. The difference in network partners results in the difference in the pattern of product innovation.

The organizational competition was between individual businesses in the past. However, because of the development of information technology, globalization of industry competition, increasing risk for operation, et al., the competitive pattern between organizations has become a competitive pattern through organizational network. The topic of “innovation” is one of the most popular management topics in the twenty-first century. The traditional business of consumptive products has faced the difficulty of limited expansion of the industry, shorter product life cycle, et al. Therefore, how to acquire the advantage in product innovation has become the prime work to be solved. It includes decreased innovation time, reduced product cost and elevated product quality.
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