The Influence of International Strategy and Resource Integrated Strategy on Competitive Advantage in Taiwan Hydrant Industry

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ABSTRACT

Our research focuses on the context of international strategy, integrated strategy, and competitive advantages. The aim is to promote competitive advantages for our hydrant industry in Taiwan. In this research, we use questionnaires to gather data. The results show that the main variables for international strategy include international environment, strategy consideration, investment condition, and decision-making; for integrated strategy, it includes trust mechanism, rule mechanism, and communication mechanism; and competitive advantage can be divided into two main factors, production advantage and service advantage. Regarding the relationship between international strategy, integrated strategy, and competitive advantage, our research uses the SEM model to test. The results show that the strong path relationship is between integrated strategy and international strategy, and then has an effect on influencing competitive advantage.

Keywords: International Strategy; Integrated Strategy; Competitive Advantage

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