

客家飲食特色的市場導向與文化創新：以北埔地區餐飲經營為例

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摘要

「客家飲食」的研究是最近餐飲市場上，客家相關研究的熱門話題，但由於少有從事業經營或行銷的觀點來研究，尤其目前身處於21世紀全球化競爭的時代，無論是營利型的企業，或是非營利型的組織，都開始想要積極塑造的能力與形象，就是「創新」。創新是企業或組織不斷尋求自我突破的能力，是持續學習與進化的過程。Peter Drucker說過：「若不創新，便會滅亡」。Narver and Slater(1990)認為市場導向與資產報酬率有顯著關係，Jaworski and Kohli(1993)亦提出市場導向與長期財務績效有顯著正相關。而Agarwal, Erramilli and Dev(2003)也提出了創新和市場導向與績效都有顯著相關，因此本篇便是希望從客家飲食特色來研究其市場導向與文化創新之間的關係。本研究實證結果證實當市場導向愈強，對客家餐飲文化創新之正向影響愈強；但市場導向與客家餐飲文化創新對客家餐廳經營績效顯示無相關性。

關鍵詞：市場導向;管理創新;技術創新;文化創新;經營績效

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