

# The Research of Relationship among Dynamic Innovation Capabilities, Corporate Social Responsibility and Competitive Advantage

陳政宏、蔡翠旭

E-mail: 319597@mail.dyu.edu.tw

## ABSTRACT

The research defined the competitive advantage not only financial performance but also focus on sustain innovation performance (Leskovar Spacapan et al., 2007). Furthermore, we research the relationship among the dynamic innovation capabilities, corporate social responsibility and competitive advantage as well as to understand the application to dynamic innovation capabilities. Data were collected from managers or workers executives from 311 biotechnology industries of multinational corporations. Analytical Software is SPSS, and the overall Cronbach's Alpha of the dimensions all bigger than 0.7. Findings demonstrated that dynamic innovation capabilities were related to corporate social responsibility. Dynamic innovation capabilities related positively to competitive advantage.

Keywords : dynamic innovation capabilities、 corporate social responsibility、 competitive advantage

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