

# A study on critical factors to technology commercialization : 以環保節能汽車為例

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## ABSTRACT

Fossil energy shortage and environmental awareness rise makes green energy gradually be taken seriously. Major countries are increasingly stringent pollution regulations and the recent rise in oil prices driving the demand for Eco Car. The Eco Car environmentally friendly with low fuel consumption characteristics, will become the main streaming future auto technology commercialization. Worth the attention of national auto industry. In this study, the main issue is on the technology commercialization of Eco Car and these. To explore the internal factors (policies and regulations, industry competition, and market demand), and to explore the external factors (high-level support project grouping, and technology capability development) the ability of technology commercialization performance measurement. Explore the correlation between the variables. Through descriptive statistical analysis, reliability and validity analysis, correlation analysis and regression analysis to Taiwan Eco Car of auto industry workers for the study. A questionnaire survey with total recovery of 157 valid questionnaires. The results are, 1. the external factors have a significant impact on technology commercialization, 2. technology commercialization have a significant effect on performance measurement.

Keywords : Critical Factors、Performance Measurement

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