

Analysis of innovation tension between exploitation and exploration : 以國內某半導體公司為例

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ABSTRACT

How to keep balance is a momentous question for many enterprises. Exploration and exploitation are significant target for studying enterprise adaption, but the balance between exploration and exploitation is very important, because one is over developed, that will be dangerous for a company, so how to efficiently appraise an enterprise is a important job. Innovation tension is a comprehensive target, which also reports the exploration and exploitation percentage for a company. After collecting the innovation tension's data, companies can forecast whether exploration or exploitation are over developed. According to observes an enterprises' situation an also gives us clues for the further companies would then control this as soon as possible, and make sure they develop the right way. Our research assembled semiconductor companies' data in the R.O.C. At first we counted their patent targets, and then we built innovation tension, and after we used chaos theory to research exploration and exploitation, to see if tension is balanced or not.

Keywords : innovation tension、 chaos theory、 exploitation and exploration、 innovation management

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