

市場導向、知識管理與組織績效之關係-組織學習能力與組織變革能力之中介影響

趙子文、方世榮

E-mail: 374782@mail.dyu.edu.tw

摘要

在市場導向與知識經濟的時代中，市場導向與知識管理是企業維持競爭優勢的策略選擇之一。本研究目的在建構並實證市場導向、知識管理、組織學習能力、組織變革能力與組織績效之關聯模式。以台灣企業為研究調查對象，透過便利抽樣方法發放500份問卷，回收有效問卷243份，有效回收率48.6%。回收樣本資料透過Spss和Amos統計軟體進行統計分析與研究假設驗證。研究結果發現市場導向對組織變革能力和組織學習能力具正向顯著影響；知識管理對組織變革能力與組織學習能力具正向顯著影響；組織變革能力在市場導向、知識管理與組織績效之間具有部份中介效果；組織學習能力在市場導向、知識管理與組織績效之間具有部份中介效果；組織變革能力在組織學習能力與組織績效之間具有部份中介效果。最後，討論本研究結果與研究貢獻，以及提出研究發現之理論與實務的意涵，並說明研究限制和未來研究之建議。

關鍵詞：市場導向、知識管理、組織變革能力、組織學習能力、組織績效

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