

The Relationships among Market Orientation, Knowledge Management and Organizational Performance: The Mediating Effects of

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ABSTRACT

In the era of market-oriented and knowledge-based economy, the market-oriented and knowledge management is one of the strategic choices of enterprises to maintain a competitive advantage. The purpose of this study is to construct and empirical market-oriented, knowledge management, organizational learning capability, organizational change capability and organizational performance associated mode. Taiwan enterprises, research survey, 500 questionnaires were distributed through convenience sampling method, 243 valid questionnaires, the effective rate of 48.6%. We collect data through Spss, and Amos statistics software, statistical analysis and hypothesis validation. The results found that market orientation has positive and significant impact on organizational change capability and organizational learning capability; knowledge management has positive and significant impact on organizational change capability and organizational learning capability; organizational change capability has partial mediating effect between the market-oriented, knowledge management and organizational performance; organizational learning capability has partial mediating effect between the market-oriented, knowledge management and organizational performance; organizational change capability in the partial mediating effect between organizational learning capability and organizational performance. Finally, we discuss the results of this study and research contributions, and presented the findings of the theoretical and practical implications and the limitations of the study and future research recommendations.

Keywords : Market Orientation、 Knowledge Management、 Organizational Change Capability、 Organizational Learning Capability、 Organizational Performance

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