

The Trade-Off Between Customer and Technology Orientations : Impact on Innovation Capabilities and Innovation Performance

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ABSTRACT

The purpose of this study was to investigate the relationship of the customer-oriented, technology-oriented, product innovation capability and innovation performance in Taiwan ' s high-tech industry. Sampling conducted by mail questionnaire, 345 questionnaires were issued and 290 were returned. Descriptive statistics analysis, factor analysis, reliability analysis, correlation analysis were conducted to test the hypothesis. The results of this study are as follows: 1. Technology oriented enterprises'innovation capability has positive impact on customer-oriented enterprises' innovation capability. 2. Enterprises'innovation capability has positive impact on enterprises'innovation performance. 3. Customer-oriented enterprises ' innovation performance has positive impact on technology-oriented enterprises ' innovation performance.

Keywords : technology orientation、 customer orientation、 innovation capabilities、 innovation performance

Table of Contents

內容目錄	vi	表目錄.....	viii	圖目錄	x	第一章 緒論	1
第一節 研究背景.....	1	第二節 研究動機.....	3	第三節 研究目的.....	4	第四節 研究流程.....	5
第二章 文獻探討	7	第一節 顧客導向.....	7	第二節 技術導向.....	10	第三節 創新能力.....	14
第四節 創新績效.....	21	第五節 各變項間關係.....	26	第三章 研究方法.....	31	第一節 研究架構.....	31
第二節 研究假設.....	32	第三節 研究變項之操作性定義及衡量.....	32	第四節 研究設計.....	36	第五節 資料分析及統計方法.....	37
第四章 研究結果.....	39	第一節 回收樣本之描述統計.....	39	第二節 基本資料之描述性統計.....	41	第三節 各研究變項之描述性統計.....	47
第四節 各研究變項之信度分析.....	52	第五節 各研究變項之因素分析.....	58	第六節 基本資料在各研究變項之差異性分析.....	65	第七節 各研究變項之相關分析.....	81
第八節 顧客導向與技術導向間之集群分析.....	82	第九節 創新能力與創新績效間之迴歸分析.....	87	第五章 結論與建議.....	89	第一節 研究結論.....	89
第二節 研究意涵.....	91	第三節 研究限制.....	94	第四節 未來研究建議.....	95	參考文獻.....	97
附錄 問卷.....	110						

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