

核心技術能力與動態能耐對跨國中小企業持續競爭優勢之影響-以核心剛度為中介

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摘要

隨著全球經濟的自由化及國際化，台灣的中小企業在國內外市場皆面臨競爭者，在動態競爭環境下，台灣中小企業如何維持持續競爭優勢。基於此，本研究回顧相關學者的研究與理論，從資源基礎觀點、能耐基礎觀點與動態能力觀點，說明核心技術能力、動態能耐和核心剛度對企業持續競爭優勢的影響。運用量化的方法來驗證本文之研究假設，我們調查問卷蒐集數據並擬合結構方程模型。研究發現，核心技術能力是企業持續競爭優勢主要源動力，然而，在動態變化的外部環境之影響下，企業核心技術能力本身所存在的剛性缺陷會使得其演變為核心剛度，從而使得企業核心技術能力與外部環境變化難以匹配。所幸，企業動態能耐除了能夠維持企業的持續競爭優勢外，還能克服企業的核心剛度，從而調整企業與外部環境之間的關係，使得企業與外部環境匹配。此外，本研究發現，中小企業核心剛度對持續競爭優勢的負面影響並不明顯，這反映了中小企業資源受限的性質。進一步研究發現，核心剛度並非核心技術能力和動態能耐的有效中介變數。說明雖然中小企業有決心來變革現有知識體系、組織慣例來因應市場變化，但是仍然難以改變其在市場上的地位，而可能僅僅是維持原有的競爭優勢，因此它們更樂意在現有的核心技術能力上努力，來博取市場占有率。在文章結尾部份，本研究針對研究發現的意涵與未來研究進行了討論。

關鍵詞：核心技術能力、動態能耐、核心剛度、持續競爭優勢、持續競爭優勢

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