

The Relationship Study on Core Technical Capacity and Dynamic Capabilities and Competitive Ability ~ The Mediating Vari

廖秀珍、蔡翠旭

E-mail: 382075@mail.dyu.edu.tw

ABSTRACT

As global economy becomes more and more liberal, the small & medium enterprises in Taiwan are facing more and more competitors from domestic and foreign markets. In a new and dynamic economic environment with keen competition, How to maintain the sustainable competitive advantage is a big problem for the small & medium enterprises in Taiwan. Based on this, this paper reviews theoretical and empirical research about our research topic. We explain the impact of core technical competence, dynamic capability and core rigidity on the sustainable competitive advantage from the perspective of resource-based view, competence-base view and dynamic capability view. With the purpose of using quantitative methods to test the research hypothesis of this paper, we use the data that using questionnaire to collect to fit the structural equation model, and we find that, the core technical competence is the source power of the sustainable competitive advantage, but the core technical competence could well evolve into core rigidity because of the rigidity defect in itself under the influence of the dynamically changing external environment. Fortunately, the dynamic capability maintains the sustainable competitive advantage besides overcomes the core rigidity to some extent, thus it adjusts the relationship between the enterprise and external environment, and makes the enterprise match the external environment. Moreover, we also find that, the negative impact of the core rigidity on the sustainable competitive advantage is not significant, this reflects the character of the small & medium enterprises which in a resource-constrained environment. Further research indicated that, the core rigidity is not the validity mediate variable of the core technical competence and dynamic capability. This further illustrates that, SMEs determine to change the existing knowledge system, and even organizational routines to cope with the changing needs of the market, but they are still difficult to change its position on the market. So they are more willing to using the existing core technological capability to win the market share. In the end of this paper, we discuss the research implications and future researches of this paper.

Keywords : Core Technical Competence、 Dynamic Capability、 Core Rigidity、 Sustainable Competitive Advantage

Table of Contents

摘要 i 目錄 vi 表目錄 viii 圖目錄 ix 第一章 緒論 1 第一節 研究背景和動機 1 第二節 研究問題 6 第三節 研究目的 8 第四節 研究範圍 8 第二章 文獻探討 10 第一節 核心技術能力 10 第二節 動態能耐 15 第三節 核心剛度 23 第四節 企業持續競爭優勢 27 第五節 台灣中小企業簡介 29 第三章 研究設計與研究方法 36 第一節 研究架構 36 第二節 研究假設 37 第三節 變數操作性定義和問卷設計 43 第四節 抽樣設計 49 第五節 資料分析方法 50 第四章 研究結果與分析 53 第一節 樣本結構結構特徵分析 53 第二節 信度、效度分析和共同方法偏差偵測 57 第三節 結構方程模式分析 64 第四節 中介效應檢驗 71 第五章 研究結論與建議 72 第一節 研究結論與討論 72 第二節 實務意涵與研究貢獻 75 第三節 研究限制與後續研究 77 參考文獻 78 一、中文部分 80 二、英文部分 82 表目錄 表2-1 核心技術能力 10 表2-2 動態能耐 16 表2-3 動態能耐的文獻整理 18 表2-4 台灣中小企業認定標準變遷 30 表3-1 技術核心能力構面各題項 44 表3-2 動態能耐構面各題項 45 表3-3 核心剛度構面各題項 47 表3-4 持續競爭優勢構面各題項 48 表4-1 樣本特徵分佈情況統計表 54 表4-2 信度分析表 57 表4-3 驗證性因素分析與組合信度 58 表4-4 相關係數表 62 表4-5 探索性因素分析 63 表4-6 理論模式分析 65 表4-7 中介效應迴歸分析表 71 圖目錄 圖3-1 研究架構圖 36 圖4-1 結構方程模式圖 66

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