

The Influence of International Strategy and Resource Integrated Strategy on Competitive Advantage in Taiwan Hydrant Industry

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ABSTRACT

Our research confers the context about international strategy, integrated strategy and competitive advantages. Aims to promote the competitive advantages for our hydrant industry in Taiwan. In this research, we use questionnaires method to gather the data. The results show, the mainly variables for the international strategy contains international environment, strategy consideration, investment condition, and basically decide etc. ; integrated strategy contains trust mechanism, rules mechanism, and communication mechanism ; and the competitive advantage could be divided into two main factors, produce advantage and service advantages. As for the relationship between international strategy, integrated strategy, and competitive advantage, our research uses the SEM model to testify. The results show, the strongly path relationship is between integrated strategy to the international strategy, and then has effect to influence the competitive advantage.

Keywords : International Strategy ; Integrated strategy ; Competitive Advantage

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