

鴻海如何透過動態能力創造競爭優勢

卓昇翰、劉子歆

E-mail: 9602312@mail.dyu.edu.tw

摘要

資訊科技時代來臨，新技術與知識正以高速被開發，而高科技產業已經成為全球製造業主要的發展趨勢。當前的環境因在科技迅速變遷的驅使之下，產品生命週期不斷縮短，創新的技術與知識也持續出現，造成產業環境不斷的更動，因此廠商的競爭優勢來源不停地轉換。 Teece et al.(1997)所提出的動態能力觀點可以解釋，企業如何根據環境的變化情形，以絕佳的彈性與能力去因應。動態能力可以使企業利用「整合」、「建構」並「重新構造」組織內、外的勝任能力應付快速變動且不可預期環境的能力，進而達成競爭優勢。本研究採個案研究方式，對目標個案 - 鴻海精密集團，進行之單一個案研究。本研究將採取 Teece et al.(1997)動態能力的理論模型架構解釋與分析鴻海如何因應環境發展出新能力，追求新的競爭優勢。

關鍵詞：動態能力；競爭優勢；鴻海

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