

# 兩岸製造業產品開發熟練度與產品開發專案彈性對產品商業化專案成功影響之研究

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## 摘要

台灣產業要面對快速變化與動態環境之下，除了須善用既有製造導向的彈性優勢外，更須以積極開發新產品，才能為企業創造更高的價值。因此，企業在追求上市績效的作為上，亦可延伸內部對開發活動每一階段的熟練度。本研究擬以兩岸製造業為研究主題，探討產品開發熟練度對產品商業化專案績效關係；以及產品開發專案彈性會對其間關係有何調節和對績效有何影響。本研究回收之問卷資料採用Pearson相關分析及多元迴歸分析等方法考驗後，研究結果發現：一、台灣產品開發熟練度的水準與產品商業化專案績效有正向相關；然而大陸卻沒有正向相關。二、台灣製造業擁有較高的產品彈性，如果配合較好的產品開發熟練度會對績效有顯著的影響；然而大陸卻沒有顯著影響。

關鍵詞：產品開發熟練度；行銷熟練度；技術熟練度；產品開發彈性；產品商業化專案績效

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