

Research on Competitive Advantage of Elementary School on the Trend of Declining Birth Rate-The Perspective of Resource-

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ABSTRACT

National elementary schools in Taiwan have paid less attention to the discussion on competitive advantages in the past due to the protection of national compulsory education regulations and being in a stable operation environment. However public schools are now not wholly-protected non-profit entities any more and some badly-managed ones will probably disappear in the free education market in the face of future few-children phenomenon and open and most competitive operation environment. Therefore, these elementary schools are facing the transformation and relocation, and will deal with the competition and pressure of different degrees. The study establishes the relationship between “Resource Conditions” and “Competitive Advantages” for national elementary schools, and hopes to help their management team to clarify the competition status of all resources and find ways to utilize these resources efficiently, so as to be sustainable and obtain competitive advantages on the fastest varying education market. The CS National Elementary School was used for the case study, from which a resource-based Strategic Analysis Chart for Competitive Advantage was developed. This chart shows that schools may adjust the market direction through the resources identification and shaping well-featured schools. And on the premise of market direction of shaping well-featured schools the wide range of networks are utilized to acquire mutually complementary resources and launched innovative operation strategies. The results of the study can extend the connotation of the Resource-Based Theory, and present the management practices on the pursuit of value creation by national elementary schools under the trend of few-children situation. Finally research limitations and suggestions of this paper are given.

Keywords : few-children phenomenon ; resource-based theory ; competitive advantages

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