

The Impact of Institutional Capital on Competitive Advantage: A Case Study of Largan

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ABSTRACT

One of the industrial which has the development potential as well as most makes money is the photoelectricity industry at present. The former scholars mostly use resource-base theory to discuss the development and the management of the organization; however, this research take the institutional capital as the starting point to study the organization development as well as how to maintain itself competitive advantage. Therefore, the institutional capital is proposed by Scott to conduct the research. This study takes the regulative, normative and cognitive of the institutional theory as is converted to conduct the research, the object of study is Largan which has the first place in photoelectricity industry. The research discovered that Largan taked the "Apprenticeship" this inatitutional capital to inherit technology, and to maintain its competitive advantag

Keywords : institutional capital ; competitive advantage ; Largan

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