

企業動態能力對創新績效之影響：以知識分享及吸收能力為觀點

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摘要

資訊科技的進步促使知識經濟的成形，進而帶動競爭形態與經營模式的變遷。傳統的競爭力模式已無法滿足對於複雜競爭環境的分析，故迫切急需協助企業建?對內、外部資訊協調的整合能?，以反應環境中的高?變化(轉型能力)，建?與維持企業組織知識管理的能力，進而提升競爭優勢。動態能力可協助企業整合、建立及重新配置內部與外部能力，來滿足快速變動環境的能力，並且掌握競爭優勢的來源。過去研究指出動態能力會影響企業的創新績效。有鑑於缺乏企業動態能力對於創新績效影響之因素模型，故本研究針對動態能力觀點、知識分享和吸收能力建構研究模型。採用問卷調查法針對台灣前500大製造業的研發相關部門進行調查，並以「部份最小平方法(PLS)」驗證研究模式。研究結果發現當競爭環境的不確定性大幅增加，提升企業動態能力，輔以吸收能力與知識分享將有助於提升企業創新績效。此外，低度研發創新企業著重於「潛在吸收能力」對於「企業動態能力」的影響進而提升創新績效，而高度研發創新企業著則是重於「企業動態能力」對於「創新績效」的影響。

關鍵詞：動態能力、知識分享、吸收能力、創新績效

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