

The Influence of Disruptive Innovation on Value Creation Based on the Resource - Based Theory : A Case of

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ABSTRACT

With the global economy recession and the impact of baby bust, many rural elementary schools face challenging management crisis. The topic of how these schools could break through this tough time and unfold a new realm has become something under the attention of the public. With this in mind, this research focused on analyzing the plan of learning by traveling from Yuwang Elementary School. I used resource-based theory as the foundation of this study. Using many different aspects such as tangible assets, intangible assets, and personal abilities to organization abilities, I discuss about Yuwang's adequate process of handling and utilizing their resources and through this to further understand how Yuwang gradually developed the important and irreplaceable core resources that other competing schools cannot imitate. On this resources-based theory, Yuwang strives to employ multi-dimensional disruptive innovation as opposed to single innovation and developing new markets to obtain new students/families. This creative method produces interesting and educative learning by traveling activity that is able to successfully attract new families and create new values. The result of this research has shown that Yuwang's learning by traveling is meaningful. In the process of executing disruptive innovation, Yuwang created and provided multiple meaningful values such as function, society, situation, emotion and novelty, to the involved attendees. Their use of interweaving resources and innovation and the manifestation of multiple values can be learned by both industries in the same or different areas.

Keywords : resource-based theory、 disruptive innovation、 value creation

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