

國內資訊軟體產業市場導向與組織學習對新產品開發績效影響之研究

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摘要

在全球化的生產型態下，企業的市場導向會改善經營績效，組織學習的方式影響知識的取得。除此之外，企業投入大量人力、物力及資源進行研發，新產品開發一直是企業經營重要的策略性課題。本研究提出結合市場導向、組織學習與新產品開發績效之研究架構。

在實證研究方面，本研究也提出四項假設，並運用問卷調查方式來進行驗證。本研究以科學園區的資訊軟體產業做為實證研究的對象，有效樣本廠商共126家，專案為分析單位進行調查，回收問卷371份，扣除無效問卷42份，共回收有效問卷329份，有效回收率18.63%。

本研究指出(1)市場導向對組織學習與新產品開發績效均有正向影響之關係。(2)組織學習對新產品開發績效有正向影響之關係。(3)組織學習是市場導向影響新產品開發績效的中介變數。本文最後並針對重要的實證研究發現，提出對實務界具建設性的建議，並指出本研究之理論意涵與後續研究之課題。

關鍵詞：市場導向 組織學習 新產品開發績效

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