

The Influence of Social Capital on Value Creation - A Case of Office of Military Education

廖國宏、劉子歆

E-mail: 9805468@mail.dyu.edu.tw

ABSTRACT

When the enterprises face the challenge and competition of the fierce environment, they will adopt the corresponding competitive strategies. The entrepreneurs of enterprises who are situated in the condition of the limited resources will establish the new system and resource or adopt the tactics of the external cooperation in order to obtain the resource they are lacking and to promote the value creation, and then strengthen the enterprises' physique for improving their business performance. In addition, the enterprises may also create their own advantages with the relation of the network or form an alliance and the industry cooperation with their own key resource to create value. So, this research based on the view of the social capital probed into the matter that how the organization which underwent the challenge of the severe environment would use the cooperation of network and the assistance of resource to promote social capital and advance value creation.

A single case study was adopted in this research, and the case is the office of military education of National Kaohsiung Marine University. The organization of the military education would be observed to examine how it used the cooperation of the network and the assistance of resource to establish its social capitals. Furthermore, with these social capitals, the organization of the military education was creating its own value of existence while increasing some additional values for students and acquiring the recognition from the school as well as students.

The case of the office of military education was investigated on the basis of the social capital theory and found out that the case of the office of military education with the three dimensions of social capitals which are structural, relational and cognitive, can not only promote its network resource but also improve the working efficiency and effectiveness with the interpersonal relationship of the coordination, interaction and cooperation as well as the common cognition and values, and then help to create students' ability value and social value, meanwhile, shape up the value of existence for the organization of the military education itself.

Keywords : social capital、 value creation、 office of military education

Table of Contents

中文摘要	iii
英文摘要	iv
誌謝辭	vi
內容目錄	vii
表目錄	ix
圖目錄	x
第一章 緒論	1
第一節 研究背景	1
第二節 研究動機	3
第三節 研究目的	4
第四節 研究架構與流程	6
第二章 文獻探討	8
第一節 社會資本理論	8
第二節 價值創造	15
第三節 社會資本與價值創造	22
第三章 研究方法	26
第一節 研究對象	26
第二節 個案研究方法	28
第三節 資料來源與彙整	30
第四節 資料分析方法	34
第五節 信度與效度分析	35
第四章 個案分析	38

第一節	軍訓教育沿革	38
第二節	個案背景介紹	45
第三節	國立高雄海洋科技大學軍訓室之社會資本與價值創造	50
第五章	結論與建議	71
第一節	研究結論	71
第二節	研究貢獻	73
第三節	未來研究建議	75
	參考文獻	77
附錄A	問卷一	87
附錄B	問卷二	88
附錄C	問卷三	89
附錄D	問卷四	90
附錄E	問卷五	91
附錄F	問卷六	92
附錄G	問卷七	93
附錄H	國立高雄海洋科技大學軍訓室與全國各縣市軍訓聯絡處	94
附錄I	國立高雄海洋科技大學軍訓室與全國各縣市軍訓聯絡處	95
附錄J	國立高雄海洋科技大學校安中心值勤緊急應變聯絡網	96

表目錄

表 2-1	社會資本定義整理	10
表 2-2	價值定義整理	18
表 2-3	價值創造相關文獻意涵整理	21
表 3-1	採用不同研究策略的相關條件彙整	29
表 3-2	受訪者目錄	33
表 3-3	個案研究資料庫目錄	33
表 3-4	本論文研究品質分析	35
表 4-1	國立高雄海洋科技大學教職員生人數統計	49

圖目錄

圖 1-1	研究流程	7
圖 2-1	理論架構	25
圖 4-1	軍訓教育沿革發展階段	38
圖 4-2	軍訓教育制度重大變革紀事	44
圖 4-3	國立高雄海洋科技大學沿革	46
圖 4-4	國立高雄海洋科技大學行政組織架構	48
圖 4-5	國立高雄海洋科技大學軍訓室建構社會資本創造學生價值	52

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