

企業多角化程度、動態創新能耐與競爭優勢關係之研究：多國籍企業為例

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摘要

本研究界定之競爭優勢不侷限於企業的收益績效而是從創新觀點的持續競爭優勢角度切入(Leskovar Spacapan et al., 2007)，並研究動態創新能耐、多角化程度與競爭優勢三者關係，以及討論企業動態創新能耐的應用。研究對象為多國籍企業之製造業並針對造業任職兩年以上資歷主管或中高階主管發放，回收132份問卷。統計軟體為社會科學統計軟體程式(SPSS)，以Cronbach's Alpha 值衡量動態創新能耐和競爭優勢之總體信度為0.995；線性迴歸與相關檢定結果顯示動態創新能力與多角化程度具有顯著關係；動態創新能耐和競爭優勢呈現正向顯著關係。

關鍵詞：動態創新能耐、多角化程度、競爭優勢

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