

The Research of Relationship among Level of Corporate Diversification, Dynamic Innovation Capabilities and Competitive A

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ABSTRACT

The research defined the competitive advantage not only financial performance but also focus on sustain innovation performance (Leskovar Spacapan et al., 2007). Fur-thermore, we research the relationship among the dynamic innovation capabilities, level of corporate diversification and competitive advantage as well as to understand the ap-plication to dynamic innovation capabilities. Data were collected from managers which are upward 2 years experience or /and executives from 132 manufacturing industries of multinational corporations. Analytical Software is SPSS, and the overall Cronbach's Alpha of the dimensions(Dynamic innovation capabilities and dynamic innovation ca-pabilities) is 0.995. Findings demonstrated that dynamic innovation capabilities were related to level of corporate diversification. Dynamic innovation capabilities related positively to competitive advantage.

Keywords : Dynamic Innovation Capabilities、 Level of Corporate Diversification、 Competitive Advantage

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