

外部環境對國外汽車車款上市之影響

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摘要

本研究以生態理論為基礎，主要探討任務環境與生態環境對新產品上市之影響議題。以1987至2008年間的777種外國製造商品牌之車款為樣本，並利用負二項迴歸模型進行實證分析以檢視新產品上市之前因，研究結果顯示：(1)環境複雜度越高，則新產品上市的可能性越高；(2)集群密度對新產品上市呈現倒U型的非單調性影響，新產品上市活動會隨著集群密度的增加而遞增，當密度達到一高點時，新產品上市的可能性則逐漸遞減；(3)前期的產品上市數目對新產品上市為正向影響；(4)前期的產品死亡數目對新產品上市具有顯著的影響力。

關鍵詞：環境豐裕度、環境動態性、環境複雜度、集群密度、集群動態

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