

The Influence of External Environment on the Launch of Foreign Automobile Models

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ABSTRACT

This study based on organizational ecology examined the effects of task environments and ecological environments on new product launch. The sample consists of 777 foreign automobile models and data were collected from 1987 to 2008 by using Negative binomial regression models. There are four major findings: (1)The higher environment complexity is, the higher new product launch is. (2)There is a U shape relationship between new product launch and population density. (3)New product launch has a positive relationship with the number of product introduction in the previous year. (4)The number of product mortality in the prior year is related to new product launch.

Keywords : environmental munificence、environmental dynamism、environmental complexity、population density、population dynamic

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