

雙元創新之因果關聯-以競爭優勢為中介變數之探究

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摘要

創新策略讓企業在市場上擁有競爭優勢，雙元創新即是利用性創新與探索性創新，兩者在執行上互為因果，且能為企業帶來競爭力，企業因此能夠永續經營。本研究以拉鍊產業作為研究對象，共收集50家企業來進行實證研究。實證顯示探索性創新與利用性創新能顯著提升企業競爭優勢。在競爭優勢扮演中介變數的效果上，透過競爭優勢，利用性創新能夠提高探索性創新，反之亦然。結果分析也說明利用性創新與探索性創新的雙元效果是存在的。

關鍵字：雙元性創新、探索性創新、利用性創新、競爭優勢

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The Causality of Ambidexterity Innovation Effect - Exploring the Competitive Advantage as Mediator

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Abstract

Innovative strategies allow firms to have a competitive advantage in the market, and allows firms to operate sustainably. Ambidexterity innovations are exploitative and exploratory innovations, and they are mutually causal in their use and can bring competitiveness to firms. This study uses the 50 zipper firms as research sample. Empirical evidence shows that exploratory and exploitative innovation significantly enhance competitive advantage. In the effect that competitive advantage plays a mediator, through competitive advantage, exploitative innovation can improve exploratory innovation, and vice versa. In the sum, the result shows that the ambidexterity innovation exists.

Keywords: Ambidexterity innovation, Exploratory innovation, Exploitative innovation, Competitive advantage

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