

題目	廠商特性對營運型態演化影響研究－組織生態學觀點
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摘要	<p>本研究旨在藉由觀察台商於大陸投資設廠之企業營運型態演化狀況，根據組織生態觀點探討產業群聚形成過程中廠商營運模式之演化模式，以了解企業營運型態演化過程中可能影響演化因素為何。本研究屬於實務導向的探索性研究，採取多重個案研究的研究策略，以台灣中小型電子開關產業並於大陸廣東省地區有投資設廠之八家廠商為研究對象，並以其在大陸之組裝廠為分析單元。</p> <p>本研究發現，探討產業群聚形成過程中廠商營運模式之演化模式宜採取組織生態觀點之調適論觀點，即組織可以本身特性為基礎，不斷透過本身的學習、調整與策略性的修正，以突破與超越環境變化所引起的困難與限制，主導自己的發展。本研究歸納為三種型態：跳躍成長型演化、全程成長型演化及成長停滯型演化。而在影響廠商營運模式演化之相關因素上，以產品技術能力與市場行銷能力為主要影響因素。本研究提出修正後之觀念性架構與提出研究命題，並從實務觀點對此三種演化類型廠商提出若干建議。</p>
關鍵字	組織生態學、產業群聚、演化
Title	The Study of Firms' Characteristics Affected toward the Evolution of Business Operation - the Organization Ecology Perspective
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Abstract	<p>The purpose of this study is to discuss the evolution of Taiwan investor's in China. This study makes comparisons from the view of biology evolution, which leads to understand the affection of business development. This is an exploratory investigative research applied case study of eight switch assembly factories, which founded in Taiwan with sub-company in Kwangtung province, China.</p> <p>This research finds the evolutionary principal of switch industry is the product creativity, especially the molding tools developing ability. The performance of product creativity affects the development of business style. Nevertheless, the developing activity of new molding tools explores the controllability of assembly factories' sources, such as molding tools' availability, molding tools' duplicate developing skill and production procedures involvement. Hence, to manage each assembly factory's principals well is essential.</p> <p>This research finds that productive technology and marketing capability are key factors affected the business operational evolution. It concludes three types of business operational evolution: dominants growth evolution, full-growth evolution and slow growth evolution. Moreover, this study proposes three propositions and some practical suggestions.</p>
Key Words	Organization Ecology; Industrial Clusters; Evolution.