

題目	轉換成本前置因素之研究－共同創新角色之探討
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摘要	維持與買家的緊密合作關係一直是供應商維持長期競爭優勢的重要基礎。本研究旨在從買家的角度並利用關係學習觀點探討買家共同創新投入之前置因素與其對買家轉換成本的影響。本研究採實證方式透過對臺灣 121 家製造公司問卷調查，並利用 PLS 進一步驗證研究模型。主要的發現有三：第一、供應商有效溝通能耐正向影響買家對供應商知識分享能耐的認知。第二、買家對於供應商知識分享能耐的認知對其共同創新投入有正面影響。第三、買家共同創新投入對買家轉換成本認知有正面影響。整體而言，本研究發現買家共同創新投入在供應商藉由能耐改變合作依賴關係的過程中扮演重要的角色。
關鍵字	共同創新；溝通；知識分享；轉換成本
Title	A Study of Switching Cost Antecedents: The Role of Joint Innovation
Author	Feng-Hsu Liu Gun-Hao Song
Abstract	This study investigates how supplier maintains long-term relationship with their buyers. Using detailed questionnaire on 121 buyers in Taiwan, and PLS analysis is used in this study. Our analysis revealed three significant findings. First, perceived supplier's communication competence has the positive effect on perceived supplier's knowledge sharing competence. Second, perceived supplier's knowledge sharing competence is also related positively to buyer's joint innovation. Third, perceived switching cost is caused positively by buyer's joint innovation. Overall, our results provide strong evidence that buyer's joint innovation mediate the influence of supplier's competence on buyer-supplier dependence relationship.
Keywords	Joint Innovation; Communication; Knowledge Sharing; Switching Cost