

題目	驅動微型創業家成長與成功之動因分析－以科技服務業個案為例
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摘要	隨著大環境的改變，企業私有化以及政府對於企業管制放鬆等因素為台灣創造良好的創業環境，但過去研究對於創業成長相關議題多著墨於大型企業分析，相對於微型創業如何成長與成功相關討論卻是付之闕如。本研究運用敘說探究法，以科技服務業個案公司之微型創業家對於其創業歷程的自我敘說加以剖析並賦予意義，探討新創事業創業家在各個時期如何運用創業家能力開創不同之創業成長策略，幫助提升微型企業存活與成功機會。研究發現個案之微型創業家在創業過程的不同時期(創業前、創業初期與創業後期)之行銷能力與財務能力皆分別具有不同功能角色，且對於企業成長（創新成長、夥伴成長）與創業成功的提升有顯著幫助。本研究針對分析結果提供微型創業家在不同創業時期須重視之能力組合與創業成功相關建議與發展方向。
關鍵字	創業成長、創業能力、創業成功、敘說探索法
Title	The Drivers of Micro- Entrepreneur Growth and Success－A Case of the Technology Service Company
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Abstract	With the environment changing, a promising circumstance to start a business in Taiwan results from privatization of industries and deregulation on companies from governments. Research regarding firm growth in the past put much emphasis on analysis of large enterprises, while the discussion over how micro-business grows and develops is rather little. This research would be focusing on the starter of micro-business, using entrepreneurship to develop various strategies for growth in different phases so as to not only run and maintain a business. Also, by using Narrative Inquiry, people learn about experiences and backgrounds of business starters, and the influence that entrepreneurship such as capability of marketing and financing possess over the growth of micro-business. By interpreting a successful case form Pubu, we found that starters of micro-business focus on capability of marketing and financing helps entrepreneurial success.
Keyword	Entrepreneurial Growth; Entrepreneurial Capability; Entrepreneurial Success; Narrative Inquiry