製藥產業之動態要素及能耐互動概念化架構:
建構式紮根理論的應用

(Received Apr 9, 2010; First Revision Aug 30, 2010; Second Revision Dec 9, 2010; Third Revision May 27, 2011; Accepted Sep 29, 2011)

過去對製藥產業的研究，鮮少探索產業之間的隱性知識與動態能耐，由於製藥產業是一個較為封閉式的市場，與其他一般產業特性有很大的差異，其資源與能耐屬於該企業內部高度機密，一般都不對外公開；加上製藥創新有其技術複雜性俱備許多不易為人所知的隱性知識。因此本文從製藥產業中藥廠內部的資源觀點出發，將之聯結至產業環境的動態能耐脈絡情境的探索。為探索製藥產業之動態能耐的內涵，以亞太前十大製藥企業中的五家製藥廠為研究對象，運用構式紮根理論，進行四个阶段的文本分析及譯码分析，最後構架出理論架構，並歸納出概念和理論性命題。本研究的貢獻為提出“製藥產業之動態要素及能耐互動概念化架構”，揭露製藥產業之能耐的構成因素及動態要素互動的動態關係，提供產業研究與經理人在實務運作的良好方向。

關鍵詞：動態要素、能耐、建構式紮根理論

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管理評論 第32卷 第1期
2013年1月 pp.63-83
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Interactive Conceptual Framework of Dynamic Elements and Capabilities in Pharmaceutical Industries: The Application of Constructing Grounded Theory

In the past literature to pharmaceutical industry research, very few pharmaceutical industries to explore the tacit knowledge and dynamic capabilities, few studies have explored among the industry tacit knowledge and dynamic capabilities. because the pharmaceutical industry is a enclosed market, has the very big difference with in other general industry’s characteristic, Their resources and capabilities are highly confidential in-house is not open to the public, coupled with a technical complexity of pharmaceutical R&D characteristics, ready tacit knowledge of many little-known. Therefore, this paper from the view of internal resource in pharmaceutical and then link to the industrial environment of dynamic capabilities to explore situational and context. In order to characterize the association of pharmaceutical industry resource and dynamic capabilities, take five pharmaceutical firms as object of study in Asia Pacific top ten pharmaceutical firms. Uses constructing grounded theory to carry on four stage the text analyses and the coding analysis. Finally the construction new theoretical framework and induces the concept and the theoretical proposition. This paper contribution to propose “interactive conceptual framework of dynamic elements and capabilities in pharmaceutical industries”, and component factors of capabilities and dynamic elements interaction to exposition of pharmaceutical industry dynamic relation, provides the researcher and industrial manager in the operation good direction.

Keywords: Dynamic Elements, Capabilities, Constructing Grounded Theory

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