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DYNAMIC CAPABILITIES AND ITS EFFECTS ON SERVICE INNOVATION

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ABSTRACT

This research focuses on the influences of dynamic capabilities on service innovation and further examines the mediating effects of generic human capital and specific human capital on dynamic capabilities and service innovation. We came up with several hypotheses based on service-dominant logic (SDL), service innovation, contingency theory, dynamic capability view and multilevel theory of human capital. According to our study, the IT and sales departments of ICT industry in Taiwan will be our target. There are 255 questionnaires were collected from 225 companies (146 from IT department and 109 from sales department). This study adopted SPSS and Smart PLS 2.0 to analyze the data. The result showed that dynamic capabilities had a positive effect on service innovation, generic human capital and specific human capital. Moreover, generic human capital played a mediating role between dynamic capabilities and service innovation. In the end of this study, we will provide some contributions and implications that will be delivered to this industry.

Keywords: Dynamic capabilities; generic human capital; specific human capital; service innovation.