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Master's Thesis

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Dynamic Capabilities and
Strategies Adoption
in Taiwan Packaging Industry -
From Dynamic Strategic Groups'
Point of View

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Abstract

Static analysis can not exam strategy groups over time or investigate fundamental questions formation, evolution, and types of change. In this study, we chose two economic events impact, one was unexpected, another one was expected, to check the strategy groups change and the relationship between those groups with strategies, dynamic capabilities, and performances.

Taiwan packaging industry was the field we investigated. We found strategic groups did exist in this field and those groups did change over time in number of membership and number of strategy groups. All strategies adoption and dynamic capabilities did affect enterprises' performances, even group change.

Keywords: Strategic Groups, Dynamic Strategic Groups,
Dynamic Capabilities

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