

# 台灣資訊軟體業的生態軌跡 ——多元開放性組織理論的觀點\*

徐木蘭 陳必碩 許金田 蘇建勳

國立台灣大學  
商研所教授

國立台灣大學商研所博士候選人

基於歷史性研究以及組織與經營環境互動影響的研究取向，本研究透過個案訪談和內容分析法，分析記錄了我國產品類與專案類資訊軟體業演進發展過程的生態軌跡，以了解在產業發展各階段所發生的重要環境變化態勢、廠商因應環境變化的重大經營管理事件類別、事件發生原因，以及可用以詮釋說明當時經營管理現象的組織理論。研究發現行銷、經營觀念和研發類別的事件，一直是產業發展過程中最主要的經營管理事件，而廠商更漸增地採取預應式的經營管理觀念來調整組織內部策略、結構、制度和文化，主動面對環境的可能變化。環境中心典範的族群生態理論最足以解釋環境對產業存續和演進方向的決定性影響，而組織中心典範的資源依賴理論則最能加以詮釋廠商面對環境變化態勢，為求生存所採取的對應式經營管理作為。

關鍵字：資訊軟體業、產業生態軌跡、組織理論、內容分析、  
個案研究

# **The Ecological Transformation of Software Industry in Taiwan —A Perspective of Organizational Theory**

**Mu-Lan Hsu**

Graduate Institute of Business Administration  
National Taiwan University

**Pi-So Chen, Chin-Tien Hsu and Chien-Hsun Su**

Graduate Institute of Business Administration  
National Taiwan University

## **ABSTRACT**

This study examines the ecological transformation of software industry in Taiwan by the longitudinal approach. Case study and content analysis methods are employed in this study. The purpose of this study is to understand and explain the interaction pattern between organizations and environments in each ecological stage of software industry. The conclusions are that marketing, R&D, and operational & managerial concepts were the most critical managerial and operational events organizations had operated in all the ecological stages. Organizations increasingly adopted proactive attitudes and behaviors to respond to the possible environmental changes. Ecological theory can mostly explain the influence of environmental changes on industrial market resources and organizations' survival. And resource dependence theory can mostly explain organizations' managerial & operational strategies and behaviors in order to get necessary resources for survival with respect to environmental changes.

**Key Words:** Software Industry, Industrial Ecology, Organizational Theory, Content Analysis, Case Study