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Abstract
Enterprise's external environment changes rapidly, under the pressure of globalization competition, how to grasp and develop enterprise's competitiveness is the situation the Enterprise's managers need to face. Entering the era of knowledge-driven economy, the creation and maintaining the source of key ability of enterprise's value, will depend on the accumulation of ' the intellectual capital '. The accumulation of and the quality and quantity of the intellectual capital, and the speed of accumulated will be influenced by enterprise's strategy that made by enterprise's administrator.
This article is conferring the correlation between ”enterprise strategy”, “ intellectual capital “ and “ performance “. The result of article is found: (1) ”enterprise's strategy “ will influence “ the intellectual capital “. (2) ” enterprise's strategy “ will influence “ performance “. (3) ” intellectual capital” will influence “ performance “. (4)After the analyzing by AMOS, ” enterprise's strategy “ and “ the intellectual capital “ have reciprocation- relationship, ” enterprise's strategy “ doesn’t not have causality-relationship with “ performance “. ” intellectual capital” has causality-relationship with “ performance “.
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