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Abstract
As the shifting of strategic management paradigm, not only the business organizations need to establish and execute proper knowledge strategy in the hyper-competitive environment, but also have to obtain the competitive advantages in the knowledge economy era. Therefore, this study is using of the organization learning and dynamic capability of knowledge based view, and the empirical study of Taiwan manufacturing industry to discuss: (1) Are there any difference in competitive advantages among different knowledge strategy groups; (2) Are there any difference in the knowledge strategy choices under the different industrial environment and business characteristic; (3) Are there any difference for different knowledge strategy choice on competitive advantage in the different industrial environment and business characteristics.
First, from the 278 manufacturing industry respondents replying, we conduct the cluster analysis by (1) internal and external study; (2) incremental or radical learning; (3) learning speed; (4) knowledge base breadth. Then, we divide knowledge strategy group as aggressor, exploiter, and isolator. The main study results as following:
1.The effect of knowledge strategy group on competitive advantage: The business in aggressor group is more likely to have competitive advantage than in exploiter and isolator group.
2.The effect of knowledge strategy group in the industrial environment and business characteristics: (1) The business tend to adopt the aggressor strategy in turbulent industrial environment (environment uncertainty, changing frequency, and changing scale); in reverse, the business tend to adopt the exploiter strategy. (2) Regardless of business scale, most businesses adopt the exploiter strategy; (3) The business tend to adopt the aggressor strategy when in growing period; the business tend to adopt the exploiter strategy when in mature period.
3.The modifying effect of industrial environment and business characteristics on “the effect of knowledge strategy group on competitive advantage”: (1) Under the environmental uncertainty, business is more likely to have better efficiency advantage by adopting the aggressor strategy; (2) Under the changing frequency, business is more likely to have better efficiency and innovation advantage by adopting the aggressor advantage; (3) Under the changing scale, business is more likely to have better efficiency and innovation advantage by adopting the aggressor advantage; (4) Under the complexity, business is more likely to have better quality advantage by adopting the aggressor advantage; (5) Regardless of business scale, business is more likely to have better quality advantage

by adopting the aggressor advantage; (6) Regardless of growing or mature period, business is more likely to have better innovation and customer response advantage by adopting the aggressor advantage.
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