

內部與外部環境壓力對於公司經營績效之 影響－綠色核心能耐之中介效果

The Impacts of Internal and External Environmental Pressures on Corporate Performance - The Mediation Role of Green Core Competence

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摘要

本研究探討內部與外部環境壓力對於公司經營績效之影響，並討論綠色核心能耐之中介效果。本研究除了期盼找出內部與外部環境壓力之正確評價與定位之外，另一個關鍵議題係驗證綠色核心能耐是否扮演中介角色。本研究發現內部與外部環境壓力正向影響綠色核心能耐，此外本研究也發現綠色核心能耐正向影響公司經營績效。然而，我們發現內部與外部環境壓力並未顯著影響公司經營績效。因此，本研究證明綠色核心能耐扮演完全中介角色。研究結果顯示內部與外部環境壓力可以間接透過綠色核心能耐影響公司經營績效，這結果隱含適度的環境壓力可以間接協助公司提升公司經營績效。內部環境壓力有別於外部環境壓力，因為內部環境壓力可以被公司自行掌控。因此，內部環境壓力是台灣製造公司優先發展的目標。

關鍵字：綠色核心能耐、外部環境壓力、內部環境壓力、公司經營績效

ABSTRACT

The purpose of this study is to explore the influences of internal and external environmental pressures on corporate performance. In addition, this study would like to discuss the mediation role of green core competence between internal environmental pressure and the corporate performance. The aim is to find the correct evaluation and position for internal and external environmental pressures. Another key issue of this research is to verify whether green core competence plays a mediation role between external (or internal) environmental pressure and the corporate performance. The research findings show that both of external and internal environmental pressures positively impact green core competence. Moreover, this paper indicates that green core competence positively affects corporate performance. However, we find out that both of external and internal environmental pressures are not significantly related to corporate performance. Hence, this study verifies that green core competence plays a full mediation role between external (or internal) environmental pressure and the corporate performance. It shows that both of external and internal environmental pressures can indirectly affect corporate performance through green core competence, which means that a proper degree of pressure that comes from the environmental protection is of great help to the firms. Internal environmental pressure is different from external one. The former can be controlled by a firm itself. The implication for Taiwanese manufacturing companies is that internal environmental pressure is their first priority to foster and develop.

Keywords: Green core competence, External environmental pressure, Internal environmental pressure, Corporate performance