企業網路關係與行銷創新行為之研究

The focus of this research is on explaining the relationships between network relationship and innovation. Through dividing the innovations into business innovations and service process innovations, we can build the conceptual framework about how network relationship can influence the innovations, and then affect the innovation performance. Path analysis results show that, except the research and development effort, network relationship with peripheral services providers and customers help the bank promote their innovation abilities. At last, according to the results, we provide further suggestions for researches.