

# Interplay of Strategic Orientations, Innovativeness, and Industrial Sectors in Enhancing Innovation Performance

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## Abstract

This study addresses two specific research questions: Does combining different types of strategic orientation enhance or impede innovation performance? How are these combinative effects influenced by service innovativeness and industrial sectors (operational or professional services)? A fuzzy-set qualitative comparative analysis was employed to analyze data collected from 164-paired B2B service firms. The statistical results suggest that not all combinations of strategic orientation contribute to innovation performance. The development of strategic orientation needs to be aligned with innovativeness and service offerings. Overall, the findings provide important implications for managing strategic orientation and service innovation activities.

Keyword : Strategic Orientations 、 Innovativeness 、 Innovation Performance 、 fuzzy-set qualitative comparative analysis