

Product Innovation, Organization Culture, Strategic Alliance and
Organization Performance in Travel agencies : The Effect of Leadership
Behavior

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Abstract

The percentage of service sectors in gross national product (GNP) has been increasing in recent years. Meanwhile, the tourism industry has stepped up and the rapid growth leads to fierce competition. Management of travel agents has realized the importance of product innovation, organizational culture, strategic alliance and visionary leadership to organizational performance. Therefore, this study will collect questionnaire data from travel agents located in Taiwan by random sampling. Drawing on the gathered data, this study will examine (1) whether product innovation and organizational culture would be positively related to strategic alliance, (2) whether strategic alliance would be positively related to organizational performance, and (3) the relationship between strategic alliance and organizational performance would be moderate by visionary leadership.

Keyword : Product Innovation 、 Organizational Culture 、 Strategic Alliance 、
Visionary Leadership 、 Organizational Performance