

SOCIAL CAPITAL, CREATIVITY, AND NEW PRODUCT ADVANTAGE: AN EMPIRICAL STUDY

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Abstract

Creativity is one of the critical factors to effectively establish new product (NP) advantage. Previous studies on network relationship are focused on direct effects of social capital on NP advantage. Possible mediating roles of creativity between the causal relationships of social and NP advantage were neglected. We develop a mediation model in which the social capital affects NP advantage through creative ideas in NPs and related marketing program (MPs). The findings confirm that NP and MPs creativity mediates the relationship between social capital and NP advantage.

Keyword : Social Capital, Creativity, New Product Advantage