

## Abstract

The goal of this study is to find out how entrepreneurs through their bricolage, in using limited on-hand resources to turn around the crisis or converters useable resources into firm's growth each entrepreneurial stage, under fast changing industrial environment. Industrial environment also affect entrepreneurial decision making process, it will change into the industrial environment case analysis. This study uses Baker & Nelson (2005) bricolage framework to investigate entrepreneurs operations under their thinking model as strategic intent. This is an exploratory study using narrative inquiry to find out the bricolage story of Eclat. We have found that recombination of resources for new purposes, often the key of firms innovation; resource at hand, usually use social network to problem solving or reuse resource at hand to reach the goal; making do, treatment crisis emergency distress which Organization faces. According to our analyzed we wish to offer Taiwan textile industry entrepreneurs to use which bricolage characteristics doing innovation response foundation.

**Keywords:** Industrial Environment, Entrepreneurial process, Bricolage

## 壹、緒論

翻開台灣經濟成長發展史，紡織成衣產業是臺灣工業化的先驅，也是為臺灣創匯及邁向全球化發展最早的產業之一（王文誠、鄭國彬，2011）。台灣紡織產業累積數十年的產業發展經驗，近年來為了轉型，透過產業界、政府、研究機構組成新產品策略聯盟，積極開發高附加價值紡織品（蔡淑梨、李淑瑛，2008），朝向發展產業用紡織品、機能性紡織品的領域發展。而這一切的發生與創造皆源自台灣人興盛的創業精神。

創業的過程是創業家和人、環境及機會的複雜互動，亦有學者指出，當前的研究途徑難以完整如實地呈現創業問題（Low & MacMillan, 1988; Davidsson, Low & Wright, 2001; McKelvey, 2004；劉常勇、謝如梅，2006；蔡敦浩、利尚仁、林韶怡，2007；劉常勇、莊立民、李信興，2008；林仲緯，2009）。Dess and Beard（1984）認為環境是組織面對所有主動且直接的競爭及合作因素。Amabile（1997）指出今日企業對於創新重視度日漸提升，這些現象都與環境快速變動有極大的關係。故面對變化多端的產業情勢，組織應發展一套隨創方法，隨時因應可能的突發狀況（蕭瑞麟，2012）。故創業的成功與否？與所屬的產業環境和時空背景有其密切的關係。