

[Please answer the following five essay questions in Chinese. 20% is assigned for each question]

1. Almost every company owns some kinds of resources, such as land, machinery, manpower, brand name, etc. However, they may not guarantee the above-average profitability. What are the specific criteria for a company to determine its resources and capabilities that can underpin sustainable competitive advantage?
2. "Market commonality" is concerned with the number of markets with which the firm and a competitor are jointly involved and the degree of importance of the individual markets to each. What may be the consequence for a rivalry with high market commonality?
3. What are the organizational incentives and individual motives to diversification? What are the factors which may temper such corporate actions?
4. Empirical evidences show that two-thirds of strategic alliances have serious problems in their first 2 years and that as many as 70% of them fail eventually. What may be the risks for a typical cooperative strategy?
5. "Corporate entrepreneurship" is a process whereby an individual or a group in an existing organization creates a new venture or develops an innovation. What are the factors facilitating corporate entrepreneurship practices?