

<<技术创新与技术竞争情报>>

图书基本信息

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前言

Today, technology competition has become the main theme of international competition. In order to join the international technology competition, China is determined to develop self-innovation capacity with Chinese characteristics and has made self-innovation a national strategy. To complete this national strategy it is necessary and important to build national innovative system and promote the sustainable development of Chinas technology economy. Through collecting, organizing, and analyzing technical intelligence that an innovation unit needs, competitive technical intelligence (CTI) can provide information and consulting services for technology competition and improve the efficiency of technology innovation. With more complicated innovation environment, higher innovation input, and more complex relationships among the main bodies of international innovation, CTI plays a more significant role in technology innovation. CTI provides information about the environment, competitors and technology, and help make innovation decisions. Since the mid-1990s, systematic research on CTI has started in developed countries, while Chinese scholars introduced the CTI research to China three years ago, followed with more reviews and original research on CTI in later years. It seems that now is the time to hold a symposium on CTI to advance the technology innovation practice and scholarly research in China and promote its application in technology innovation. Thus, Peking University and Beijing Academy of Science and Technology hosted the 2008 International Forum on Technological innovation and Competitive Technical Intelligence (ITICTI) on October 16-18 in Beijing and had invited CTI experts, scholars and professionals from all over the world to attend the forum.

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内容概要

本书以介绍技术竞争情报的理论、方法、技术和工具的发展前沿和热点为基础，重点论述了技术竞争情报在技术创新体系建设和企业技术创新活动中的作用和应用实践，有助于推动我国产业和企业中技术竞争情报系统的建立，促进技术竞争情报在各行业中的应用，加快我国技术创新体系建设的步伐。

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书籍目录

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章节摘录

1.2 Definition of the Concept "Services in Red Biotechnology" The choice of the companies occurred on the basis of a compilation of data from 321 service companies of "red" biotechnology in Germany who were registered in a database. The definition of the goal of the investigation "services in red biotechnology" arises from the exact definitions of the concepts "services", "red" and "biotechnology". An additional parameter of the goal of the investigation follows through their purpose of the services in red biotechnology (here. firms oriented to profit). The profit orientation is ascertained with the help of the legal form of the service firms, i.e. the examined companies are stock corporations and partnerships. In the end, the goal of the investigation is still limited concerning its localization. Only services provided in Germany are taken into consideration. In addition, the production location of the service is relevant, not the head office of the service firms.

Definition of the Concept "Service" The definition of the concept "service" is extremely different in the literature (cf. e. g. , Meyer, 1998, 5-9) . An often used definition is the combination of three different definitions, one oriented to process, one oriented to potential, and one oriented to the result of the service (cf. Meffert, Bruhn, 2006, 27) . The integration of external factors is viewed in this investigation as the constructive indication of the service which is supported by many authors. The external factor "is the performance feature on which is have an effect in the course of the service", i.e. external factors are "material and immaterial goods of the buyer, its participation in the form of working production and time" (Frietzsche, Scheuch, 2001, 14, 75) .

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