

图书基本信息

书名：<<中国高科技中小企业技术合作战略与管理的实证研究>>

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内容概要

《中国高科技中小企业技术合作战略与管理的实证研究》以交易成本、竞争力和企业资源观为基础理论研究企业间技术合作领域中的若干问题。

以高科技中小企业为研究对象，回答了为什么高科技中小企业参与企业间技术合作活动，他们倾向于采用怎样的合作方式，企业间技术合作对技术创新有怎样的影响，以及企业间技术合作的成功要素有哪些等问题。

该研究采用随机抽样问卷调查和经理人访谈方式获取关于企业间合作战略制定与实施的第一手资料，被调查企业来自济南、青岛和威海三个国家级高科技开发区。

为控制行业外生变量的影响，样本企业框定在信息与通信行业，该行业为目前中国成长最快和出口贡献最大的行业之一。

《中国高科技中小企业技术合作战略与管理的实证研究》的研究结论显示，总体来说企业间技术合作能促进企业绩效，这与高科技中小企业开展合作的初衷相一致。

然而，合作并不能给较小企业的技术创新带来显著影响，可见处于创建初期且规模较小的企业并不是合作创新的主要受益者。

高科技中小企业参与技术合作的动机具有多样性和重叠性，主要动机有：进入新的市场、获取规模/范围经济性、实现技术转移以及向合作伙伴学习。

合作方式的选择多集中于：客户—供应商之间的研发合同、企业间联合研发协议以及合资创建新企业。

研究发现，企业参与合作的主要动机和方式与企业的规模及经营年限有关。

企业的规模越大，企业表现出越强的技术转移和向合作伙伴学习的合作动机，而且越倾向于采用合资企业的合作方式。

经营年限较长的企业比新建企业更倾向于通过合资企业促进技术创新。

在决定企业是否参与合作的众多影响因素中，企业规模是唯一的显著性影响因素，其原因可解释为规模赋予企业资源能力，企业只有在拥有互补性资源的情况下，合作关系才是互利的，由此才能在特定时间框架内建立平等的、稳定的合作关系。

被调查企业的资料显示资源互补性、基于信任的交流和互惠、履行对合作的许诺是取得合作成功的三大最基本要素，有着成功合作经验的企业与其他企业相比较表现出对“信任、交流和互惠”更多的关注。

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章节摘录

Chapter 1 : Introduction This thesis is an empirical study of inter-firm technological cooperation in high technology small and medium-sized enterprises (SMEs) in China. The study explores how high-tech SMEs cooperate with partner firms for the sake of technological innovation. The empirical investigation in China's high-tech SMEs was conducted to test proposed hypotheses and address derivative research questions. The objective is to contribute both to business management and policy-makers' decision-making, and also to academic research by providing new insight into the bases of inter-firm cooperative activities intended to increase innovation.

1.1 Background of the Study While resourced-based firms have their core capabilities, it is impossible for a small firm to house all the resources necessary for product innovation. SMEs are resource constrained to a higher extent compared with their larger counterparts. It is argued that cooperating with partner firms can bring SMEs the competitive force which a small firm can never achieve by itself. Studies of inter-firm cooperation have been well documented among large firms, especially multinational companies. However, far less attention has been paid to SMEs. The role of high-tech SMEs has attracted researchers' attention in recent decades, and theoretical and empirical studies in this field have become more popular than ever before. This study aims to bridge the gap between high-tech SMEs' cooperative practices and theoretical explanations to and effective strategic management of this phenomenon.

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