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# 颠覆性创新合法性与企业家战略行动： 研究述评与展望

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摘 要:

关键词:

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## 一、引 言

Suchman 1995 Suddaby Greenwood

2005

Scott

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基金项目

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作者简介

1964—

1992—

1990—

1995 Castellano Khelladi 2016

Holub 2003

Ashforth Gibbs 1990 Zimmerman Zeitz 2002

Zimmerman Zeitz 2002

Oliver 1991

Tost 2011

Greg 2017

Bower Christensen 1995 Christensen 1997

Aldrich Fiol 1994 Geels Verhees 2011

Bunduchi 2017

## 二、创新合法性评价者研究视角关注创新价值冲突

Tyler 2006 Bitektine 2011 Tost 2011 Bitektine Haack 2015

Lankoski

2016)

Freeman 1984 Zimmerman Zeitz 2002

21

Bitektine 2011

Lankoski 2016)

Tost 2011 Harrison Wicks 2013

Wood 2010

Tost 2011

Tost 2011 Lankoski 2016

Tost 2011

Leach 2007 Skitka 2009

Santos

Eisenhardt 2009

Lankoski 2016

Lankoski 2016

Kugler 2012

Von

Pechmann 2015 Roy 2018

Weigelt Camerer 1988

“ ”

Adner

Snow 2010

1

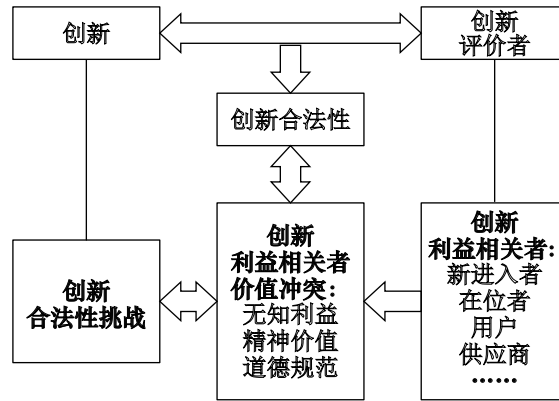


图 1 评价者视角下创新合法性内涵

Bunduchi 2017

Tost

2011  
Wallin 2016

Pinkley Northcraft 1994 Amason 1996  
Geels Verhees 2011  
Wallin 2016

Aldrich Fiol

1994  
Hall 2014

Geels Verhees 2011

Leach

2007 Skitka 2009 Hall 2014  
2016

Aldrich Fiol 1994 Wallin

### 三、评价者视角下颠覆性创新合法性挑战与演化路径

Christensen 1997

Bower Christensen 1995

1.

Hart Christensen

2002

Bower Christensen 1995 Schmidt Druehl 2008

Ray Ray 2011 Lim Anderson 2016

Von Pechmann 2015

Parry Kawakami 2017

Danneels 2004

Adner Zemsky 2005 Henderson Clark 1990 Christensen

Rosenbloom 1995 Christensen Bower 1996 Christensen 1997

Von Pechmann 2015 Osiyevskyy Dewald 2015 Hynes Elwell 2016 Pérez

2017 Hall 2014

Charitou Markides 2003

Hynes Elwell 2016) Rothaermel 2001

Napster

Napster

Dewald Bowen 2010 Parry Kawakami

2017

Christensen 1997

Parry Kawakami 2017

Parry Kawakami 2017

2.

“ ”

Christensen 1997 Gilbert 2005

Tripsas Gavetti 2000

Gilbert 2005

Chesbrough 2010

Von Pechmann 2015

Parry Kawakami 2017

Wallin 2016

Hynes Elwell 2016

mVoIP

Jiao Zhao 2014

Geels Verhees 2011

3.

Matos Hall 2007

Stremersch Lemmens 2009

Alexy George 2013

Geels 2018

Parry Kawakami 2017

Russell 2013

Hall 2014 Geels Verhees 2011

Hall 2014

Geels Verhees 2011

Hofstede 2001

Tellis 2003

Erumban de Jong 2006

Hall 2014

Hall 2014

AM

Geels Verhees 2011

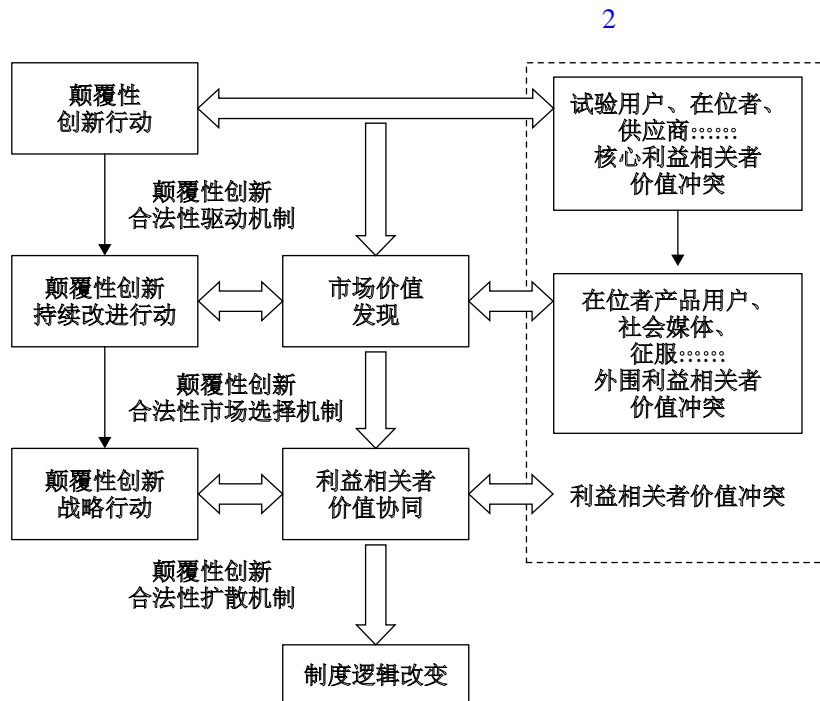


图2 颠覆性创新合法性动态演化路径

1.

AM Hall 2014

“ ”

FM 1979 Walkman

Von Pechmann 2015

Parry Kawakami 2017 Roy 2018 EC

Murmann Frenken 2006

EC

Von Pechmann 2015

Hynes Elwell 2016 Pérez 2017 Pérez 2017

Hynes Elwell 2016 mVoIP

Parry Kawakami 2017

Bunduchi 2017

Hooge Dalmaso 2015



2.

Yu Hang 2010

Schmidt Druehl 2008

“ ”

Christensen 1997

“ ”

Christensen 1997 Govindarajan 2011 Chen 2017

Hall 2014  
TOP

BOP  
TOP

Christensen 1997 TOP  
BOP  
BOP

BOP  
BOP

BOP

TOP

TOP

World Hall 2014

WLEDs

Light-Up-the-

BOP WLEDs BOP  
TOP TOP  
Geels Schot 2007  
Leydesdorff Leydesdorff 2000

Geels Schot 2007

Bergek 2008

Geels 2002 Klenner 2013

#### 四、颠覆性创新合法性动态演化与企业家战略行动

Voronov 2013 Überbacher 2014

Bitektine Haack 2015

Navis Glynn 2011

Krueger Brazeal 1994 Navis Glynn 2011

Deephouse Suchman 2008

Binz 2016

“ ”

Markides 2006

Schmidt Druehl 2008 Sood Tellis 2011 Karimi Walter 2016

2016

Hynes

Elwell 2016

mVoIP

3G/4G

Von Pechmann

2015

Christensen

2000

Zhang White 2016 Binz 2016

Binz 2016

Zimmerman Zeitz 2002 Zhang White 2016

Zhang White 2016

Von Pechmann 2015

Pérez 2017

Mittlefehldt

2016

Jorda-Capdevila 2016

Von Pechmann 2015

Osiyevskyy Dewald 2015

Charitou Markides 2003 Wan

2015

Danneels 2004

Govindarajan

2011 Ravesteijn 2014

Miller 2014

Peeters 2014

Hall Martin 2005

3

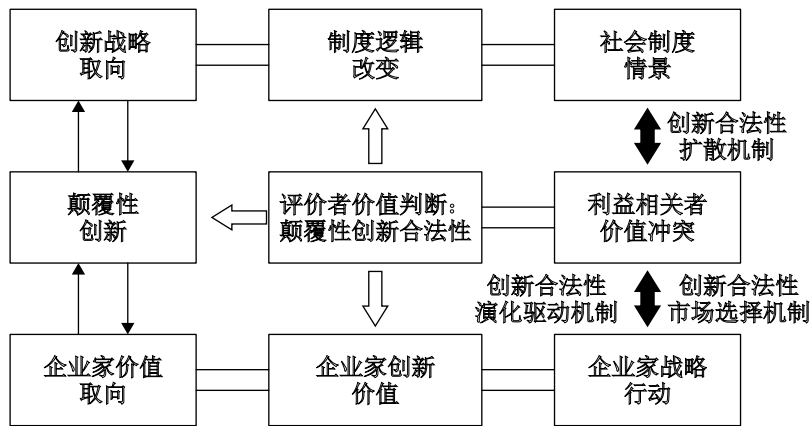


图3 颠覆性创新合法性与企业家战略行动分析框架

### 五、未来研究展望

Scherer 2013

Kostova Zaheer 1999

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## The Legitimacy of Disruptive Innovation and Entrepreneurs' Strategic Actions: A Literature Review and Prospects

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**Summary:** This paper reviews the research results of the legitimacy of disruptive innovation and future research directions. Firstly, it analyzes the realistic background and theoretical significance of the emergence of the perspective of innovation legitimacy evaluators, reviews the contents and characteristics of the value conflicts of innovation stakeholders from the perspective, and summarizes the theoretical connotation of disruptive innovative legitimacy based on the value conflicts of stakeholders. Secondly, it summarizes the challenges of the legitimacy of disruptive innovation, including the conflicts about stakeholders' material interests, spiritual values and moral norms, and analyzes the driving mechanism, market selection mechanism and diffusion mechanism of the dynamic evolution of disruptive innovation legitimacy. Disruptive innovation stakeholders' material interest conflict challenges include preference value conflicts, market value conflicts, etc. Spiritual value conflict challenges include emotional value conflicts, trust value conflicts, etc. Moral norm conflict challenges include institutional norm conflicts, moral ethics conflicts and cultural value conflicts, etc. Moreover, the interactive relationship between disruptive innovation stakeholders' value conflicts and entrepreneurs' strategic actions is the dynamic evolutionary driving mechanism of disruptive innovation legitimacy. Disruptive innovation stakeholders' value conflicts and entrepreneurs' market choices form the dynamic evolutionary market selection mechanism of disruptive innovation legitimacy. When disruptive innovation gains a foothold in the low-end or high-end market, it will lead to a broader range of stakeholders' value conflicts and entrepreneurs' strategic actions, forming the diffusion mechanism of disruptive innovation legitimacy. Thirdly, it puts forward the theoretical framework of disruptive innovation legitimacy and entrepreneurs' strategic actions based on the perspective of stakeholders' value conflicts. The unique strategic orientation of disruptive innovation legitimacy leads to the change of institutional logic, and the value orientation of disruptive innovation entrepreneurs affects the

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