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市场还是关系依赖？联盟伙伴选择导向对企业技术创新的作用机制研究

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摘 要：合作伙伴选择对企业联盟战略目标的实现具有重要的理论与实践意义。市场导向和关系导向联盟伙伴选择对焦点企业的技术创新水平提升会产生不一样的影响。本文以联盟伙伴选择与技术创新的目标—结果关系出发，引入知识整合作为中介变量，以123家高科技企业为研究对象，提出并验证了市场导向和关系导向联盟伙伴选择对企业技术创新有显著影响，但不同的联盟伙伴选择战略对不同类型技术创新的影响程度不同。市场导向伙伴选择主要促进突破式创新，关系导向伙伴选择主要促进渐进式创新。二元知识整合在联盟伙伴选择与技术创新的关系之间产生中介作用。互补型知识整合是市场导向联盟伙伴选择与突破式创新的中介变量，辅助型知识整合是关系导向联盟伙伴选择与渐进式创新的中介变量。

关键词：联盟伙伴选择；知识整合；突破式创新；渐进式创新

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一、引 言

Gulati Sytch 2007 Hoffmann 2007

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1997
Faems 2012

Walter 2006

Burt 2009

Park Ungson
Lavie 2007

Khanna 2000 Hoang Rothaermel 2005

Anand

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二、文献述评与研究假设

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Xie 2013

Moeller 2010

Wuyts —

detailed

contract drafting and close partner selection Wuyts Geyskens 2005 Li
evaluation and inertia

Li Rowley 2002 Meuleman

embedded and non-embedded ties Meuleman 2010

Mitsuhashi 2002 Gerlach

Gerlach 1992

Wassmer Dussauge 2012

Hitt

2004 Rothaermel Boeker 2008

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Sirmon 2011 Li 2012 Grant
Grant 1996

2014

2011

Gibson Birkinshaw 2004

Li Peng 2008

Yi

2012

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Baum 2005

Sidhu 2007

McCutcheon Stuart 2000

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Li Rowley 2002

Li 2008

Tushman 1985

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Hoffmann 2007

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Schildt 2005

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三、研究方法

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Subramaniam Youndt 2005 Govindarajan Kopalle 2006

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Golonka 2015

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2014

2015

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IT
Email

3 300
 190 190
 145 18
 123 64.7%
 123
 2 14% 2—5 65% 5 21%
 100 92%
 50 69% 1000 84%
 500 76%

3

CEO

VP

Harman

1 EFA
 KMO 0.729 0.786 Bartlett
 148.724 232.682 EFA 1
 73.618% 79.249% Cronbach's α
 0.812 0.845

表1 技术创新问卷的信度和效度检验

Cronbach's α 0.845		Cronbach's α 0.812	
	0.812		0.848
	0.878		0.875
	0.923		0.896
	0.914		0.852

2 EFA
 KMO 0.688 0.635 Bartlett
 237.642 187.478 EFA
 1 62.724% 61.138%
 Cronbach's α 0.768 0.833

3 EFA
 KMO 0.759 0.723 Bartlett

表2 联盟伙伴选择问卷的信度和效度检验

Cronbach's α 0.768		Cronbach's α 0.833	
	0.834		0.821
	0.767		0.846
	0.758		0.835

287.658 224.151 EFA 1
 65.148% 58.323% Cronbach's α
 0.759 0.726

表3 知识整合问卷的信度和效度检验

Cronbach's α 0.759		Cronbach's α 0.726	
	0.781		0.754
	0.792		0.765
	0.832		0.825
	0.821		0.847
	0.798		0.764
	0.765		0.732

GFI=0.901 CFI=0.917 TLI=0.913 $\chi^2/df=1.971$ RMSEA=0.065
 1 AVE

四、实证分析结果

1 SPSS18.0 4
 0.6

表4 变量相关系数

	1	2	3	4	5	6
1.	3.324	0.787	0.725			
2.	3.863	0.874	0.233**	0.716		
3.	4.416	0.625	0.394**	0.125+	0.732	
4.	4.721	0.726	0.212**	0.433**	0.324**	0.821
5.	4.113	1.122	0.525**	0.156	0.385**	0.178 0.817
6.	4.056	1.093	0.092+	0.416**	0.214**	0.423** 0.226** 0.765
	AVE	+	p<0.1 *	p<0.05 **	p<0.01	

2

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— — 1

$\beta=0.314$ $p<0.01$ $\beta=0.149$ $p<0.05$

$0.314 > 0.149$ $\beta=0.326$

$p<0.01$ $\beta=0.112$ $p<0.1$ 0.1

$0.326 > 0.112$

表5 联盟伙伴选择、知识整合、技术创新间关系检验结果

	1	2	3	4	5	6	7	8
	0.037	0.115 ⁺	0.086 ⁺	0.031	0.024	0.093 ⁺	0.031	0.049
	0.045	0.102	0.213 [*]	0.089	-0.012	0.058	0.113 ⁺	0.088 ⁺
	0.024	0.078	0.026	0.012	0.041	0.044	0.032	0.034
	0.314 ^{**}	--	0.414 ^{**}	0.263 ^{**}	0.149 [*]	--	0.086	0.057
	0.112 ⁺	--	0.129 ⁺	0.085	0.326 ^{**}	--	0.328 ^{**}	0.195 [*]
	--	0.287 ^{**}	--	0.128 [*]	--	0.189 [*]	--	0.031
	--	0.119 ⁺	--	0.102	--	0.224 ^{**}	--	0.102
R ²	0.536	0.424	0.514	0.576	0.375	0.215	0.456	0.482
R ²	0.521	0.215	0.486	0.512	0.284	0.149	0.422	0.467
F	29.232	10.219	26.815	28.242	19.817	7.886	25.328	27.332

+ p<0.1 * p<0.05 ** p<0.01

3 7

$\beta=0.414$ $p<0.01$

$\beta=0.086$

$0.414 > 0.086$ $\beta=0.328$

$p<0.05$ $\beta=0.129$ 0.1

$0.328 > 0.129$

1a 1b

Baron Kenny 3

4

0.414 0.263 7

8 0.328

0.195

			Sobel					Sobel	
	$z=ab/s_{ab}$		$s_{ab}=\sqrt{a^2s_b^2 + b^2s_a^2}$		a	b			
s_a	s_b								
		a	b	0.314	0.128	s_a	s_b	0.073	0.071
Z	1.53								
		a	b	0.326	0.102	s_a	s_b	0.069	0.060
1.62	Z								Z
								0.970	
				2a	2b				

五、结论与讨论

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organizations distributed all over the world to realize the new innovation target. A growing number of theory and practice show that the implementation of distributed innovation can help enterprises to obtain the resources across geographical and organizational boundaries, so as to build competitive advantages in the increasingly competitive business environment. Firstly, it sorts out the related research from technology innovation, resource-based view, innovation network, and knowledge management perspectives. Secondly, it compares the research from different perspectives, summarizes the differences and explores the relationship among different perspectives. Finally, according to the shortcomings of the existing research, it puts forward a development trend for future research on distributed innovation.

Key words distributed innovation, technology innovation, resource-based view, knowledge management

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Market or Relationship Dependency: The Effect of Alliance Partner Selection Orientation on Technology Innovation

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Abstract Alliance partner selection has important theory and practice significance to the realization of firm alliance strategy target. Market-focus and relationship-focus partner selection has different effects on the improvement of technology innovation of focus enterprises. On the theory basis of alliance strategy, knowledge integration and technology innovation, this paper establishes the theoretical model and empirically tests the relationship between alliance partner selection and technology innovation by using the data collected from 123 high-tech companies. The results suggest that alliance partner selection strategy positively affects technology innovation, but different alliance partner selection strategies have different effects on technology innovation with different types. Market-focus partner selection mainly promotes breakthrough innovation and relationship-focus partner selection mainly advances incremental innovation. Dual knowledge integration plays a mediation role in the relationship between alliance partner selection and technology innovation. Commentary knowledge integration is an intermediary variable between market-focus alliance partner selection and breakthrough innovation, and auxiliary knowledge integration is an intermediary variable between relationship-focus partner selection and incremental innovation.

Key words alliance partner selection, knowledge integration, breakthrough innovation, incremental innovation