

Examining the dynamics of cooperation between competing firms in their R&D activities (R&D co-opetition) / Fakhraddin Maroofi

Fakhraddin Maroofi, author

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Abstrak

The relationship between collaboration with competitors and goods innovation performance was investigated along with the moderating effect of the innovating firm's technological capability. The hypothesis that collaboration with competitors has an inverted U-shaped relationship with goods innovation performance was tested using data on new goods introductions from 749 Iranian firms. The results support the balance between competition and collaboration by confirming that collaboration with competitors contributes considerably to successful goods innovation. The positive influences of co-opetition certainly seem consistent with the cooperative arguments that collaboration with competitors increases absorptive capacity, improves information exchange and facilitates joint problem solving. The results also show that unnecessary collaboration with competitors can have a negative influence on innovation performance, raising concerns about opportunistic exploitation. The results support the existence of a bell-shaped relationship between co-opetition and goods innovation performance. Technological capability and alliances with universities were shown to weaken the relationship.

Hubungan antara kolaborasi dengan pesaing dan kinerja inovasi barang diinvestigasi bersamaan dengan efek moderasi kapabilitas inovasi teknologi perusahaan. Hipotesis bahwa kolaborasi dengan pesaing memiliki hubungan berbentuk U terbalik dengan kinerja inovasi barang diuji menggunakan data pada produk baru dari 749 perusahaan Iran. Hasil menunjukkan bahwa keseimbangan antara persaingan dan kolaborasi berkontribusi pada kesuksesan inovasi barang. Pengaruh positif dari kooperasi terlihat konsisten dengan argumentasi bahwa kolaborasi dengan pesaing meningkatkan absorptive capacity, meningkatkan pertukaran informasi dan memfasilitasi penyelesaian masalah bersama. Hasil juga menunjukkan bahwa kolaborasi yang tidak penting dengan pesaing dapat berpengaruh negatif terhadap hubungan berbentuk bel antara koopetisi dan kinerja inovasi barang. Kapabilitas teknologi dan aliansi dengan universitas juga mampu melemahkan hubungan tersebut.