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基于资源观的R&D联盟伙伴组合选择方法研究

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The method of R&D alliance partner combination selection based on resources viewpoint

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摘要 知识经济时代,组建R&D联盟成为企业创新与发展的战略手段,作为联盟组建首要环节的伙伴选择对联盟的有效运行具有重要影响。目前,关于联盟伙伴选择的研究主要集中在单个伙伴选择上,难以满足联盟多伙伴选择需要。因此,本文根据R&D联盟类型与目标确定其所需创新资源特征,构建R&D联盟伙伴选择指标体系,设计创新资源属性权重(创新资源的重要性)与供求权重(可获创新资源的稀缺性)确定方法;综合考虑备选伙伴自身能力以及不同伙伴之间矛盾冲突、创新资源互补等问题,提出科学、合理的伙伴组合选择流程与方法,并运用仿真计算验证其解决R&D联盟复杂项目伙伴选择问题的先进性与实用性。

关键词： R&D联盟 伙伴组合 选择方法 创新资源

Abstract： In the era of knowledge economy, constructing R&D alliance has become a strategic approach for enterprise to innovate and develop. Partner selection, as the first link of alliance establishment, has a great impact on effective alliance operation. Currently, the relevant research mainly focuses on alliance single partner selection which hardly meets the demand for multi-partner selection. Therefore, innovative resources characteristics of R&D alliance are determined according to alliance types and targets, and then an index system for R&D alliance partner selection is constructed; meanwhile, the method to confirm innovation resources attribute weight is designed and supply and demand weigh is confirmed. Based on comprehensive consideration of partner self-competence, conflicts as well as contradictions among different partners, and innovation resources complementary condition, a scientific and reasonable process and method for partner combination selection is brought forward. By simulation and calculation, the advancement and applicability of the method that solves the problem of R&D alliance complex project partner selection is validated.

Keywords： R&D alliance partner combination selection method innovation resource

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