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基于共现分析的技术机会发现与可视化识别

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Visualized identification and discovery of technology opportunities based on co-occurrence analysis

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摘要

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摘要 技术机会是技术创新决策中的重要决定性因素,只有具备了较强的机会识别能力,企业才能提升创新能力和竞争能力。本文在现有文献回顾的基础上,从技术领域和开发经营领域入手,构建技术机会可视化识别的基本框架。以公路工程领域为例进行实证分析,分析探讨如何挖掘潜在的技术机会,为企业创新管理提供必要的决策信息支持。

关键词: 共现分析 技术机会 可视化

Abstract: Technology opportunity is an important factor in the process of innovation decision-making. A strong capability in technology opportunity identification could improve firms' innovation capability and competitiveness. Through a literature review, a visualized analysis framework of technology opportunities identification is construed in a view of technical and operational fields. And then, through an empirical study in highway engineer field, how to discover potential technology opportunities is demonstrated, the necessary information support is provided to the innovative technology management.

Keywords: co-occurrence analysis technology opportunity visualization

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