



科研管理 2013, Vol. 34 Issue (10) : 84-93 论文 DOI:

[最新目录](#) | [下期目录](#) | [过刊浏览](#) | [高级检索](#)

[<< Previous Articles](#) | [Next Articles >>](#)

互补资产协同对企业绩效影响研究—技术关联的调节作用

贾军<sup>1</sup>, 张卓<sup>2</sup>, 张伟<sup>1</sup>

1. 济南大学经济学院, 山东 济南 250002;

2. 南京航空航天大学经济与管理学院, 江苏 南京 211106

Impact of complementary assets synergy on enterprise performance—from the prospect of moderating effects of technological relatedness

Jia Jun<sup>1</sup>, Zhang Zhuo<sup>2</sup>, Zhang Wei<sup>1</sup>

1. Economics School of University of Jinan, Jinan 250002, China;

2. Economics and Management School of Nanjing University of Aeronautics and Astronautics Nanjing 211106, China

<a href="#">摘要</a>	<a href="#">参考文献</a>	<a href="#">相关文章</a>
--------------------	----------------------	----------------------

Download: [PDF](#) (977KB) [HTML](#) 1KB Export: [BibTeX](#) or [EndNote](#) (RIS)

[Supporting Info](#)

**摘要** 在评估互补资产或技术关联与企业绩效的关系时,多数文献将这两者分离开来进行研究,忽视了互补资产间的协同对企业绩效的影响以及技术关联对两者间关系的调节作用。采用中国高技术上市公司2004-2010年面板数据,实证分析互补资产协同与企业绩效的关系以及技术关联对两者关系的调节作用。结果表明,互补资产协同与企业绩效呈正向相关关系;技术关联对生产制造互补资产与市场互补资产协同和企业绩效的关系存在负向调节作用。技术关联对生产制造互补资产与人力互补资产协同和企业绩效的关系以及市场互补资产与人力互补资产协同和企业绩效关系存在正向调节作用。在实施技术创新战略时加强技术间关联和专业化互补资产协同可使企业获取竞争优势。

**关键词:** [互补资产](#) [协同](#) [技术关联](#) [绩效](#)

**Abstract:** When assessing the effects of the technological relatedness or complementary assets on the enterprise performance, most research has been carried out in isolation, neglecting the impact of the synergy of complementary assets on the enterprise performance and the moderation of the technological relatedness to them. By taking China's high-tech listed companies from 2004-2010 panel data as an example, the paper analyzes the relationship between complementary assets and enterprise performance and the moderation of the technological relatedness to their relationship. The results show that

### Service

[把本文推荐给朋友](#)

[加入我的书架](#)

[加入引用管理器](#)

[Email Alert](#)

[RSS](#)

[作者相关文章](#)

[贾军](#)

[张卓](#)

[张伟](#)

the synergy of complementary assets has a positive effect on the enterprise performance. The technological relatedness has a negative moderation to the relationship of the synergy of the manufacturing complementary assets and the marketing complementary assets on the enterprise performance. The technological relatedness has a positive moderation to the relationship of the synergy of the manufacturing complementary assets and the human complementary assets on the enterprise performance as well as to the relationship of the synergy of the marketing complementary assets and the human complementary assets on the enterprise performance. We conclude that while implementing the technological innovation strategy, strengthening the synergy of the technological relatedness and the professional complementary assets can give the enterprise the competitive advantage.

Keywords: [complementary assets](#) [synergy](#) [technological relatedness](#) [performance](#)

Received 2012-02-06;

Fund:

航空基金项目(2009ZG52065)"航空工业企业军民品业务协同发展机制研究"(2010.01-2011.12); 国家社会科学基金项目(10BGL066)"低碳城市建设投融资机制研究"(2010.07-2013.04); 山东科技发展计划项目(2009GG10010003)"基于科学发展观的山东省产业集群升级优化战略与融资对策研究"(2009.09-2011.12)。

About author: 贾 军(1980-), 男, 山东济南人, 济南大学经济学院讲师, 研究方向为企业战略管理。