

科研管理  2012, Vol.  Issue (8) : 137-145 论文 DOI:[最新目录](#) | [下期目录](#) | [过刊浏览](#) | [高级检索](#)<< [Previous Articles](#) | [Next Articles](#) >>

### 权变视角下企业网络位置与产品创新绩效关系研究

彭新敏<sup>1,2</sup>, 吴丽娟<sup>1</sup>, 王琳<sup>1</sup>

1. 浙江万里学院, 浙江 宁波 315100;

2. 中国社会科学院 财经战略研究院, 北京 100836

### The relationship between inter-firm network position and product innovation performance with the contingent view

Peng Xinmin<sup>1,2</sup>, Wu Lijuan<sup>1</sup>, Wang Lin<sup>1</sup>

1. Zhejiang Wanli University, Ningbo 315100, China;

2. National Academy of Economic Strategy, Chinese Academy of Social Sciences, Beijing 100836, China

摘要

参考文献

相关文章

Download: [PDF \(1005KB\)](#) [HTML KB](#) Export: [BibTeX](#) or [EndNote \(RIS\)](#) [Supporting Info](#)

**摘要** 当前对企业选择网络中心位置还是网络中介位置进行产品创新仍存有争论,而同时引入技术战略导向和市场动态性两个调节变量分析两种网络位置对产品创新绩效的权变效应有可能破解这个难题。通过对浙江省208家制造企业的实证研究发现,两种网络位置对产品创新绩效都有正向影响,且企业技术战略导向越高,这种正向效应越显著;市场动态性越高,网络中介位置对产品绩效的正向效应越显著,但市场动态性对网络中心位置与产品创新绩效关系负向调节作用并不显著。研究结论不仅明确了不同网络位置发挥效用的具体情境,也为企业选择合适的网络位置进行产品创新提供了启示。

**关键词:** 权变视角 网络位置 产品创新 技术战略导向 市场动态性

**Abstract:** At present, there are debates on that in order to conduct product innovation, either prominent network position or entrepreneurial network position should be selected. It is possible to settle the puzzle if two moderate variables, that is, technology-oriented strategy and market dynamics, are introduced to analyze the contingent effect on innovation performance caused by these two network positions. Through the empirical study on 208 manufacturing firms in Zhejiang Province, China, it is found that these two network positions both have positive effects on product innovation performance, and the higher the firm's technology-oriented strategy is, the more significant the positive effects will be. The higher the market dynamics is, the more significant positive effects on product innovation performance the entrepreneurial network position will have, however, the negative moderate effects of market dynamics on the relationship between prominent network position and product innovation performance is insignificant. The conclusions not only clarify the detailed context for the utility of different network position, but also provide implications on how to choose appropriate network position for conducting product innovation of firms.

**Keywords:** contingent view network position product innovation technology-oriented strategy market dynamics

Received 2011-10-27;

**Fund:** 国家自然科学基金项目(71102003); 国家软科学研究计划项目(2011GXQ4D085); 中国博士后科学基金项目(20110490511); 浙江省哲学社会科学规划课题(12JCG23YB); 浙江省社科规划"之江青年课题研究"成果(11ZJQN092YB)。

引用本文:

彭新敏, 吴丽娟, 王琳. 权变视角下企业网络位置与产品创新绩效关系研究[J] 科研管理, 2012, V(8): 137-145

Peng Xinmin, Wu Lijuan, Wang Lin. The relationship between inter-firm network position and product innovation performance with the contingent view[J] Science Research Management, 2012, V(8): 137-145

#### 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

[彭新敏](#)[吴丽娟](#)[王琳](#)

