



科研管理 2013, Vol. Issue (4) : 1-8 论文 DOI:

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技术创新网络位置对网络惯例的影响研究——以组织间信任为中介变量

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Impact of technological innovation network position on network routines: taking inter-organizational trust as a mediative variable

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摘要

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摘要 学者们指出网络惯例是维持并协调技术创新网络运行的关键因素,但是网络惯例形成方面的研究相对缺乏。本文主要研究技术创新网络中不同类型的网络位置和组织间信任对网络惯例产生的差异性影响,在相关文献梳理的基础上,提出理论假设,以西安高新区高技术企业网络等为对象进行问卷调查,运用层级回归方法进行实证检验。结果表明,网络位置和组织间信任与网络惯例之间都存在着显著的正向相关关系;同时,基于认知的信任还在网络位置影响网络惯例形成的过程中充当部分中介作用,但是结构洞与基于情感的信任相关关系不显著,在结构洞与网络惯例之间,仅基于认知的信任存在部分中介效应。研究结论有助于揭示网络惯例的形成机理,增强对技术创新网络运行内在规律的理解,有助于指导企业从更深层次上把握网络合作创新行为具有非常重要的意义。

关键词: [技术创新网络](#) [网络位置](#) [网络惯例](#) [组织间信任](#)

Abstract: Even though network routines are considered to be the core elements to maintain and coordinate the technological innovation network, currently, there are few studies on this subject. The discrepancy impacts of different-typed network positions and inter-organizational trusts in the technological innovation network on network routines are focused, theoretical hypotheses are proposed on the basis of the related literatures; and with the help of SPSS17.0, an empirical test is conducted by surveying on technological innovation networks in Xi'an High-tech Park. The results show that both network position and inter-organizational trust is significantly positive correlated with network routines, and cognition-based trust acts as a

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partial mediator between network position and network routines. However, there is an insignificant relationship between structural hole and emotion-based trust, and only the cognitive-based trust has a partial mediative effect on the relationship between structural holes and network routines. The results are helpful to further explore the factors influencing the formation of network routines, and are of great importance to understand innovation cooperating behaviors of firms in-depth.

Keywords: [technological innovation network](#) [network position](#) [network routine](#) [inter-organizational trust](#)

Received 2012-06-13;

Fund: 国家自然科学基金: 基于知识权力的技术创新网络治理机理及实现研究(基金编号: 7097205; 起止时间: 2010.1-2012.12); 国家自然科学基金: 网络位置与网络能力对风险投资机构投资绩效的影响研究(71172201; 起止时间: 2012.1-2015.12)。

引用本文:

党兴华, 孙永磊. 技术创新网络位置对网络惯例的影响研究——以组织间信任为中介变量[J] 科研管理, 2013, V(4): 1-8

Dang Xinghua, Sun Yonglei. Impact of technological innovation network position on network routines: taking inter-organizational trust as a mediative variable[J] Science Research Management, 2013, V(4): 1-8

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