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外部创新搜寻战略与新创集群企业产品创新

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External innovation search strategies and product innovations in industrial clusters of new ventures

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摘要 从过于强调区域内外大公司的作用转向重视新创企业的力量,是促进产业集群升级的新思路和新途径。通过将创业和创新搜寻理论引入产业集群研究,本文实证检验了外部创新搜寻战略对新创集群企业产品创新绩效的影响。研究发现,新创集群企业在创新活动中采取本地搜寻宽度、本地搜寻深度、全球搜寻宽度和全球搜寻深度四种不同的外部创新搜寻战略,不同的搜寻战略对新创集群企业的产品创新绩效产生了不同影响,全球搜寻宽度战略具有促进作用,本地搜寻深度战略呈现倒U型的复杂影响,本地搜寻宽度战略和全球搜寻深度战略则都没有影响。论文最后简要讨论和总结了相关的理论贡献和实践启示。

关键词: [新创集群企业](#) [创新搜寻](#) [产品创新](#) [产业集群升级](#)

Abstract: Shifting from over emphasis on larger companies inside and outside the region to give importance to new ventures is a new approach for industrial cluster upgrading. Based on the sample firms from Zhejiang Province, the theory of entrepreneurship and innovation search are drawn on, the impact of external innovation search on new ventures' product innovation in industrial clusters is examined. The results show that there are four different external innovation search strategies for new ventures and they affect new ventures' product innovation in different ways. Global search breadth contributes to product innovation, local search depth is nonlinear related to product innovation, and other search strategies affect new ventures' product innovation insignificantly. Theoretical contribution and practice implication are also discussed.

Keywords: [clustered new venture](#) [innovation search](#) [product innovation](#) [industrial cluster upgrade](#)

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