



科研管理 » 2012, Vol. » Issue (4) :41-47,61 论文 DOI:

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技术创新联盟知识转移决策的主从博弈分析

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The knowledge transfer decisions in a technology innovation alliance based on leader-followers game

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摘要 通过分析盟主企业和合作伙伴的知识转移决策对联盟合作创新的影响,建立技术创新联盟知识转移决策的主从博弈模型,指出联盟存在和发展的前提条件是盟主企业的知识边际收益足够大,合作伙伴按照各自知识边际收益的比例结构转移其知识资本,盟主企业的知识转移决策与其自身的知识边际收益正相关,与合作伙伴知识边际收益之和负相关,为联盟成员确定最佳动态竞争合作关系以及灵活机动的管理方式提供决策支持。

关键词: 创新联盟 知识转移 知识产出 主从博弈

Abstract: The leader-followers game model of knowledge transfer decisions in the technology innovation alliance is established to analyze the influences of knowledge transfer decisions of the core firms and partner enterprises on the alliance cooperation innovation. The results are as follows: The preconditions for the existence and development of the alliance are that the knowledge marginal revenues of the core firms are large enough. Partner enterprises transfer their knowledge capital according to the proportion structure of their own marginal revenues. There is a positive correlation between the knowledge transfer decision of the core firm and its own marginal revenue, and a negative correlation between the knowledge transfer decision of the core firm and the sum of partners enterprises marginal revenues, which might provide some theoretical supports for the selections of optimal dynamic competitive and cooperative relationship and managerial flexibility among member enterprises.

Keywords: innovation alliance knowledge transfer knowledge output leader-followers game

Received 2009-05-15;

Fund: 国家自然科学基金资助项目(70872025,2009.01-2011.12)。

引用本文:

蒋樟生, 胡珑璞. 技术创新联盟知识转移决策的主从博弈分析[J] 科研管理, 2012, V(4): 41-47,61

Jiang Zhangsheng, Hu Longying. The knowledge transfer decisions in a technology innovation alliance based on leader-followers game[J] Science Research Management, 2012, V(4): 41-47,61

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