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中小代工企业研发联盟构建与治理的实证研究

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The construction and administration of R&D alliances for small and medium-sized OEMs

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摘要

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摘要 原材料及人工成本上涨,汇率持续攀升、贸易摩擦日趋频繁,诸多因素使得代工企业处于“内忧外患”的境地。提升代工企业的研发创新能力,实现转型升级,是当前产学研界需要迫切解决的问题之一。本研究从社会资本的三个维度出发,对社会资本如何影响中小代工企业研发联盟的构建与治理进行了系统的理论分析,并进行了实证研究。结果表明,政府与科研机构发起和参与的研发联盟有助于解决中小代工企业的短期利益导向问题;明确的制度规范以及长期合作的约束有助于解决代工企业研发联盟的信任危机问题;共享人才、资金与信息等相关资源,实现规模经济可以弥补联盟成员之间资源的稀缺性与同质性问题。有效的联盟构建与治理可以促进中小代工企业的技术创新与产品研发。

关键词: 代工企业 研发联盟 构建与治理

Abstract: All of these factors, such as the cost increase of raw material and human resources, continuous rise of exchange rate, and a serious of trade conflict, push OEMs into a very difficult situation. The promotion of research and innovation capacity and the realization of transition and upgrade of OEMs are the most urgent affairs. Based on the three dimensions of social capital, how social capital of OEMs affect the construction and administration of R&D alliances is analyzed and an empirical study is conducted. The result indicates that R&D alliance initiating and participating by the government and scientific research departments is helpful to solve the OEMs short-term profit orientation, specific institution norm and long-term cooperation restriction are helpful to solve the trust crisis of R&D alliances; Share of talents, capital, information, and some other related resources is important for realizing the scale economies to make up the problems of scarcity and homogeneity on resources. Effective construction and administration of R&D Alliances could promote small and medium-sized OEMs technology innovation and product development.

Keywords: OEM R&D alliances construction and administration

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