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双重社会资本、组织学习与突破式创新关系研究

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Dual social capital, organizational learning, and penetrative innovation relations

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摘要 集群企业拥有双重社会资本——既拥有丰富的本地(集群域内)社会资本,同时存在超本地(集群域外)社会资本,而不同类型的社会资本对于企业突破式创新具有不同的作用机理。本文基于社会资本、组织学习等研究,以集群企业为研究对象,试图探讨探索式和利用式学习两个构念对于本地、超本地社会资本与集群企业突破式创新之间的中介关系,并以浙江省169家集群企业的问卷数据进行验证。研究表明:(1)双重社会资本会对两种组织学习产生不同影响:本地社会资本相对有利于利用式学习;超本地社会资本则更有利于其探索式学习。(2)探索式学习与突破式创新正相关,利用式学习与之负相关。

关键词: 双重社会资本 利用式学习 探索式学习 集群企业

Abstract: Clustered firms not only possess rich local social capital, but also enjoy extra-local social capital, while different types of social capital act on penetrative innovation with different mechanisms. Therefore, the mediation effect of organizational learning between social capital and incremental innovation is explored. The empirical analysis based on 169 clustered firms located in Zhejiang Province reveals that (1) Dual social capital has a distinctive effect on the two paradigms of organizational learning. Extra-local social capital is beneficial to explorative learning, and local social capital is beneficial to exploitative learning, respectively. (2) Taking one step ahead, explorative learning has a positive effect on radical innovation, while

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exploitative learning has a negative effect on that because of occupying resources.

Keywords: [dual social capital](#) [explorative learning](#) [exploitative learning](#) [clustered firm](#)

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