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基于知识编码化的专业服务业服务模块化对创新绩效的作用机理研究

魏江<sup>1</sup>, 刘洋<sup>1</sup>, 赵江琦<sup>2</sup>

1. 浙江大学管理学院, 浙江 杭州 310058;

2. 莱茵达置业股份有限公司, 浙江 杭州 310058

How Service Modularization Affects Innovation Performance in Professional Service Firms

Wei Jiang<sup>1</sup>, Liu Yang<sup>1</sup>, Zhao Jiangqi<sup>2</sup>

1. Management School of Zhejiang University, Hangzhou 310058, China;

2. Laiyinda Real Estate Co., Ltd., Hangzhou 310058, China

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摘要 中国的专业服务业发展时间较短,但是发展速度很快,其原因在于服务模块化的普及。那么,模块化是如何帮助中国专业服务业提升创新绩效的?本文基于四个专业服务业企业的多案例探索性分析,把知识创造理论引入模块化理论中,提出了基于知识编码化的专业服务业服务模块化对创新绩效的作用机理模型。研究发现,专业服务业的服务模块化(模块自律性和界面标准型)是分别通过推动个人知识结构化和企业知识显性化来提高创新绩效(客户响应性)。这一结论解决了现存文献的分歧,为从知识管理视角研究模块化问题提供了思路。

关键词: [专业服务业](#) [创新绩效](#) [服务模块化](#) [知识编码化](#)

Abstract: The professional service industry has been set up late but developed rapidly in China due to the popularization of the service modularization to the industry. Then, how has the modularization helped improve the performance of the professional service firms (PSFs) in China? This paper conducts a multiple-case explorative study to four professional service enterprises by introducing the knowledge creation theory into the modularization theory and proposes a function mechanism model of the professional service industry's service modularization on the innovation performance based on the knowledge codification. The study results indicate that the service modularization of PSFs (i.e. the modular self-discipline and the interface standardization) can improve the innovation performance through promotion of the individual knowledge structuring and the enterprise

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knowledge dominance (the customer response). This conclusion has solved the discrepancies available in the existing literature and will provide a unique thinking to study the modularization from the perspective of the knowledge management.

Keywords: [professional service firms \(PSFs\)](#) [innovation performance](#) [service modularization](#) [knowledge codification](#)

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