

Cooperation In Innovation – Empirical Marketing Models

Сотрудничество в инноваций – Практические маркетинговые модели

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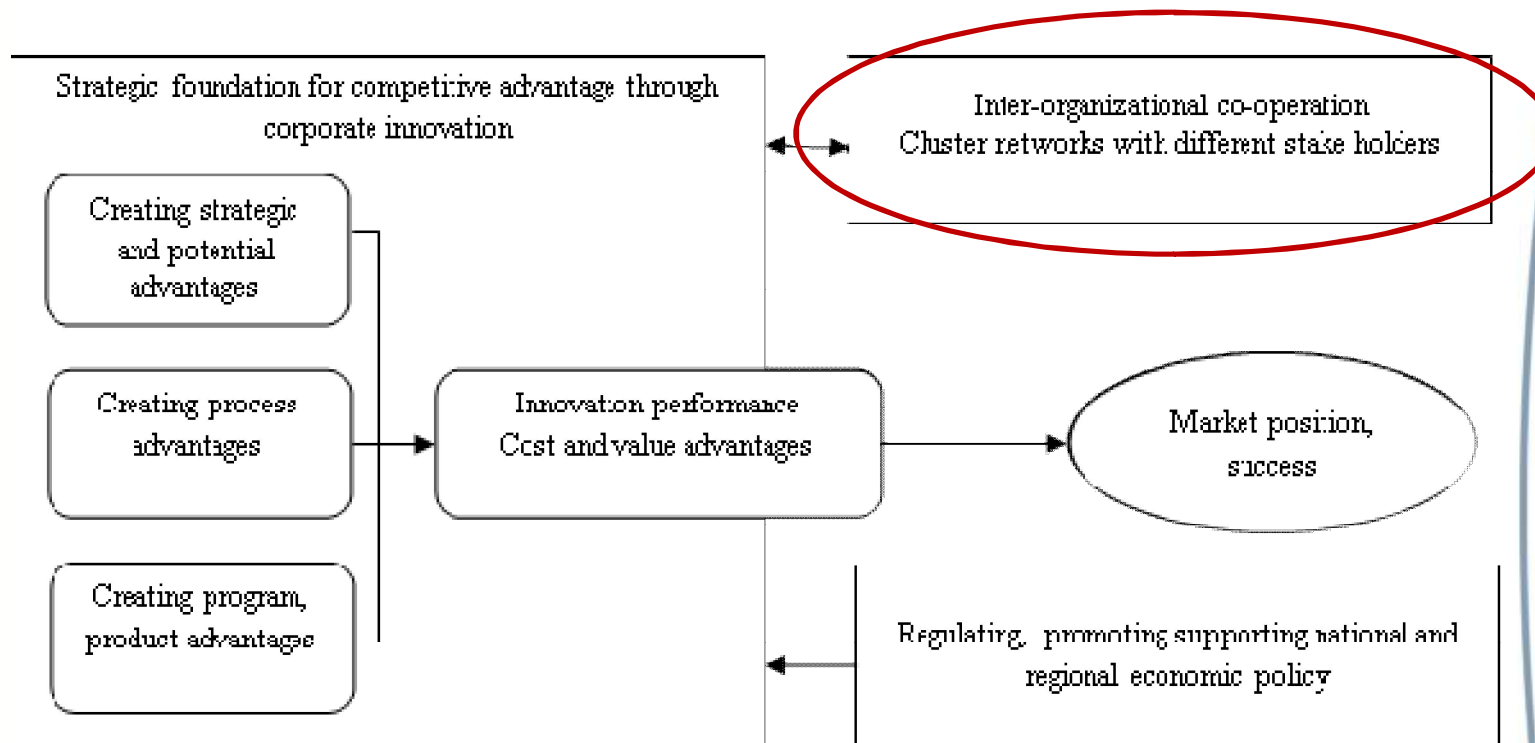
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Importance of innovation

- Innovation capacity is strongly emphasized in literature reviews as it can give competitive advantage (Cooper-Edgett, 2009)
- Innovation capacity and success depends on:
 - Technological capability (Henard-Szymanski, 2001)
 - Interorganisational cooperations, and the effectiveness of those networks (Hagedoorn-Link, 2000)
 - Network competency of the company (Ritter-Gemünden, 2010)
- Universities could play a key role in **university-business collaborations** (UBC), that would help the exploration of ideas, and improve the effectiveness of the innovation process (Baaken, 2009; Arnold-Zerwas-Kortzfleisch, 2014; Davey-Plewa-Muros, 2014)

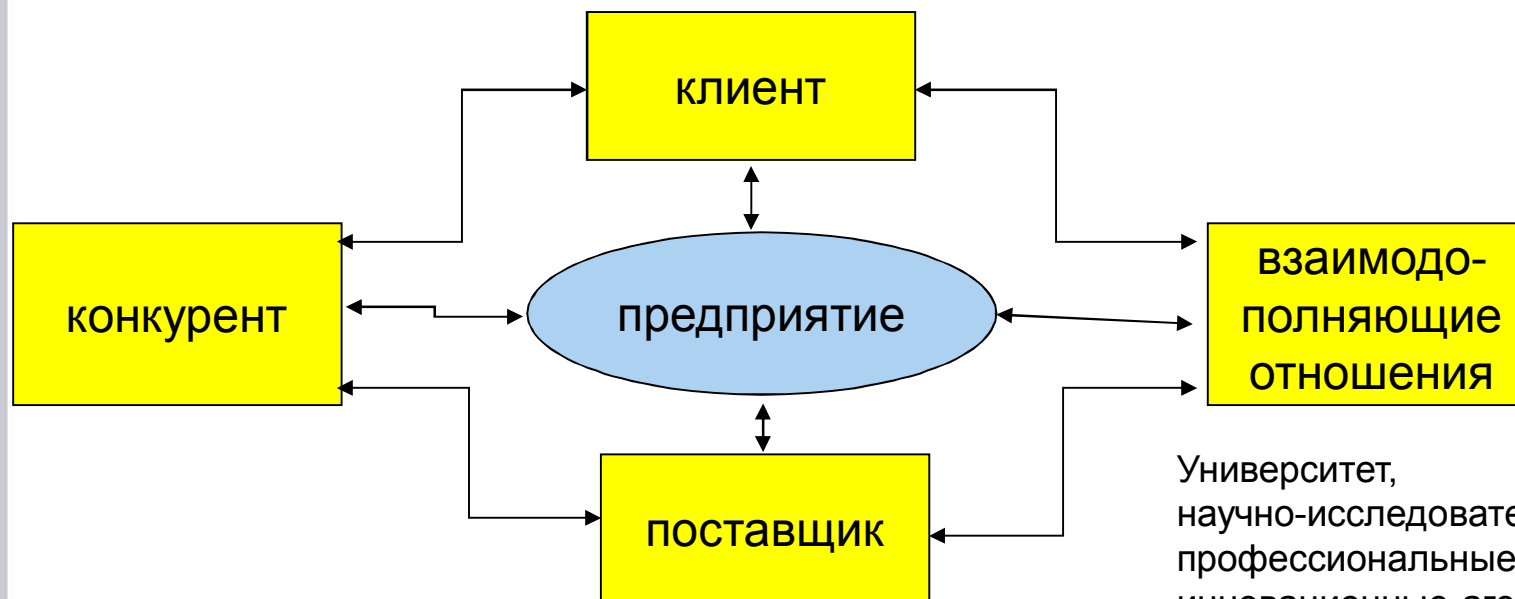
Model of innovation oriented corporate competitive edge



Cooperation in Innovation

- Key stakeholders in corporate relationships (*Brandenburge-Nalebuff 1997*):
 - customer, client
 - competitor: co-opetition
 - suppliers
 - and complementary relationship (eg. University)

Портфолио контактов - партнеры, участвующие

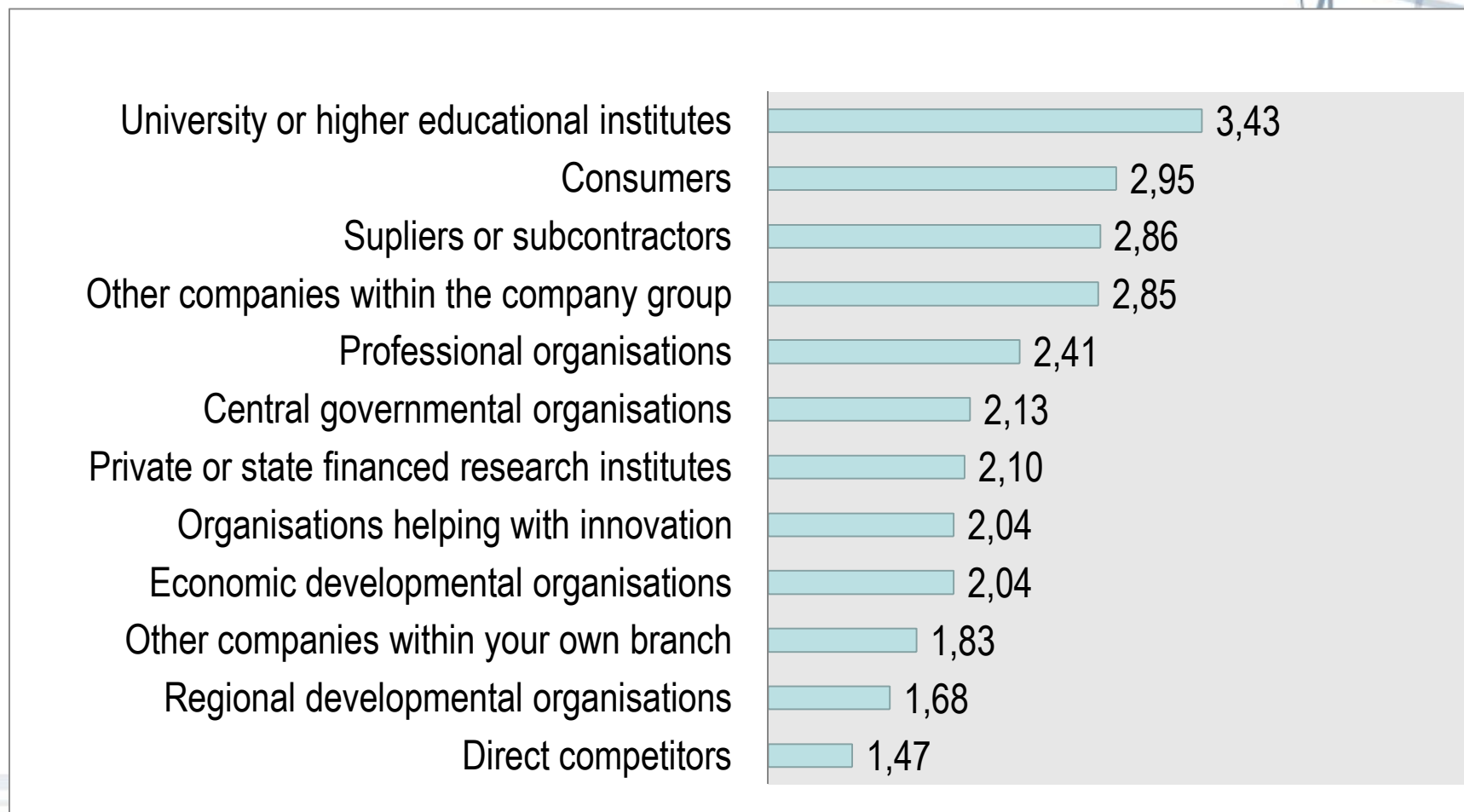


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и т.д.

Research characteristics

- Aim of our research:
 - Study the role of cooperations and networks
 - Study the factors of the innovations' market success
- Population size: 1774 companies, which have R+D activity
- Sample size: 94 companies
- Survey Method: telephone interviews
- Data collection: 2012 autumn

R+D cooperations with different stakeholders

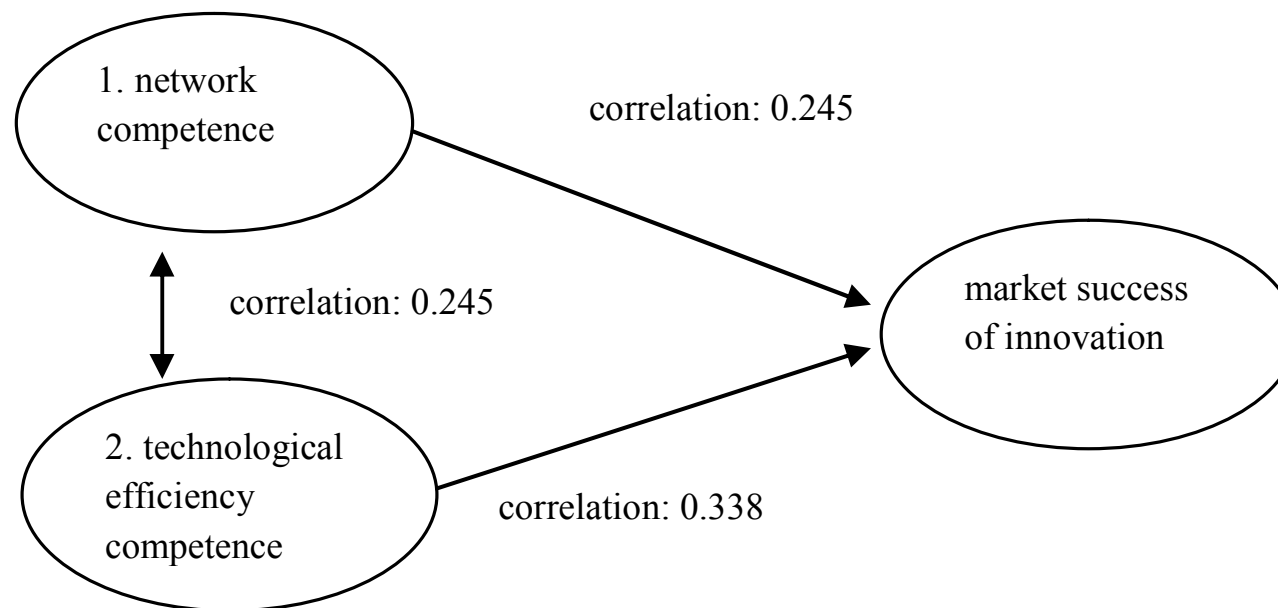


Сотрудничество с партнерами -интенсивности отношения

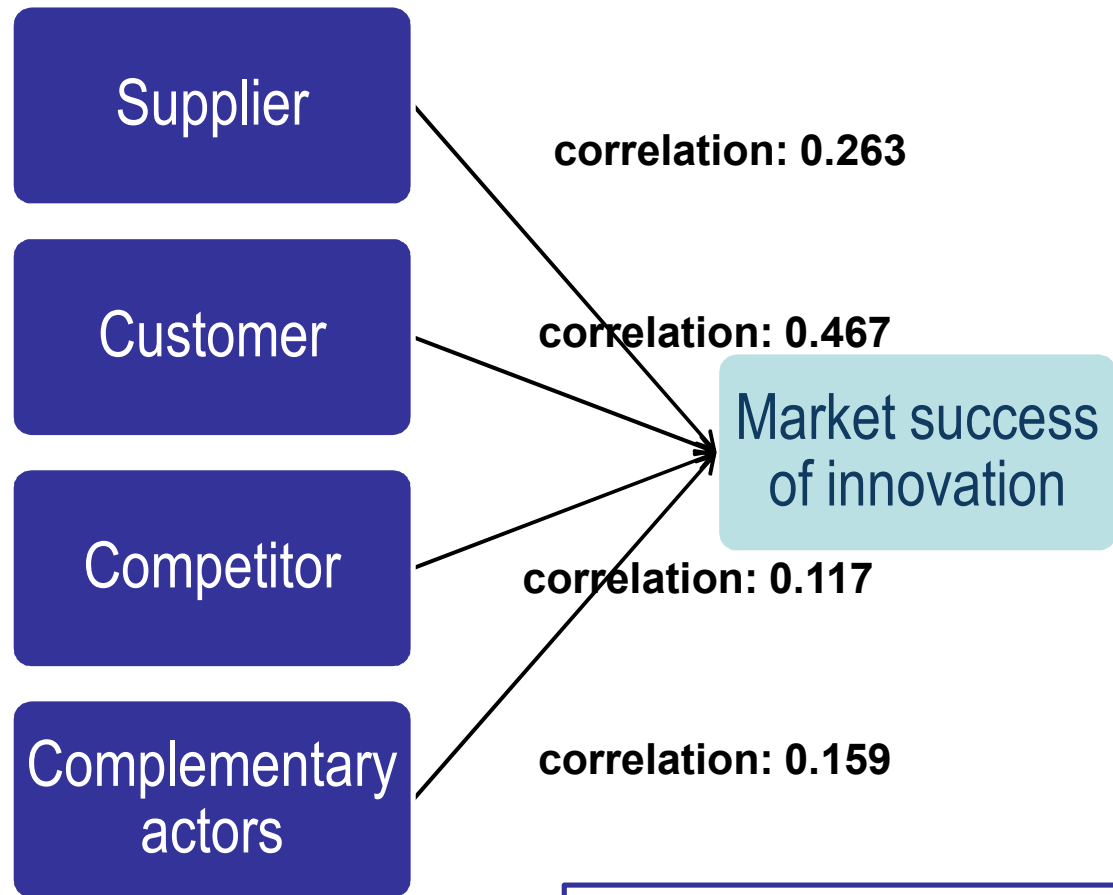


(На основе наших исследований)

Impact of network and technological competences on innovation success



Impact of relationship types on innovation success



Correlation with regional development organisations	0.222
innovation agencies	0.259
universities	0.086

Corporate strategies in Business – Science cooperation

- *Exploration Strategy*: collaborative research and strategic foresight to explore new technologies and generate valuable knowledge
- *Exploitation Strategy*: collaborative applied research and mainly find solutions for given problems, save costs, minimize risks
- *Ambidextrous Strategy*: both exploration and exploitation strategy
- *Image Strategy*: the lack of exploration or exploitation strategy

University strategies and motivation in Business – Science cooperation

- Cooperation as further income and financial source orientation approach
- cooperation as image increasing factor regarding schooling,
- cooperation for educational development, increase of its quality level and practice orientation,
- cooperation for the increase of the effectiveness of research activities,
- cooperation for the institute's regional, social and economical embeddedness, development contribution and reaching the relating targets

Conclusions

- The more considerable the network competence is, the greater the innovation success of new products and processes.
- However the university – business cooperations are limited:
 - Ad hoc cooperations
 - Mostly only image purposes
- More powerful, complex business to science (B2S) and science to business (S2B) marketing is needed.

Thank you!

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