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COLLABORATIVE INNOVATION WITH EXTERNAL PARTNERS IN CHINA: CULTURAL SIMILARITY EFFECT

Abstract:

This study focuses on collaborative innovation in China ICT (Information and Communications Technology) industry. Although prior findings point out that collaborative innovations do facilitate innovation performance, there are some unresolved problems and one of which is the problem of 'collaborating with whom'. Is there the effect of cultural similarity in collaborative innovation. This paper aims to contribute to the literature of collaborative innovation by investigating into the effects of collaborative partners on innovation performance from the perspective of cultural similarity. Based on the analysis of patent and citation from the U.S. Patents and Trademark Office (USPTO) from 1985 to 2010, empirical results are shown the performance of collaborative innovation between China and foreign is significantly greater than that of domestic collaborative innovation in China. The performance of collaborative innovation between China and culturally similar country is significantly better than that between China assignees and culturally different country.

Keywords:

Collaborative Innovation; Cultural Similarity; External Partners; Innovation across Cultures.

JEL Classification: O30, O32, M14