

在非永恆的互賴世界中以開放式創新共同合作： 以高科技產業為例

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摘要

就廠商而言，對智慧財產權的產出、獲得與運用，採取「開放式創新」是種有效的方式。針對應用開放式創新的觀念，本論文提出兩個業者經常面臨的基本困擾：開放式創新到底事涉多廣？以及如何激勵外部機構持續支援創新的來源。後者還牽扯了矛盾性議題：何以會有廠商願意耗財費事於研發上，卻將其努力的結果提供競爭對手坐享其成？為了探索這種挑戰性的思維，本論文藉由檢視資源開放的現象，探討業者在軟體創新的策略性活動。開放資源共享的廠商，其投資通常會與對手有著潛在層面與實際層面的分享效果。透過文獻分析後，我們發覺(1)一同分享技術使用權，以及(2)對付出心血員工的技術抱持合作發展的認知，是透過開放資源做為開放式創新策略的兩個重要關鍵。最後，如何將產業合作應用於高科技產業，並提供對開放式創新未來研究的一些可能性措施，本研究也嘗試提出一些建議性結論。

關鍵詞：開放式創新、研發

Open Innovation for High-Tech Industry Collaborating in an Interdependent Impermanent World

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Abstract

Open innovation is a powerful framework encompassing the generation, capture, and employment of intellectual property at the firm level. We identify two fundamental obstacles for firms in applying the concept of open innovation: what open innovation is actually involves and how to motivate outsiders to supply an ongoing stream of external innovations. This latter challenge involves a paradox, why would firms spend money on R&D efforts if the results of these efforts are available to rival firms? To explore these challenges, we examine the activity of firms in open-source software to support their innovation strategies. Firms involved in open-source software often make investments that will be shared with real and potential rivals. Open-source as an open innovation strategy has two key components: shared rights to use the technology, and collaborative development of that technology using donated labor. We conclude with concept for how collaborating may apply in hi-tech industries and offer some possible avenues for future research on open innovation.

Key words: Open innovation; R&D

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