



7th International Conference on Engineering, Project, and Production Management

Cooperation between Business Companies and the Institutions in the Context of Innovations Implementation

Andrzej Daniluk*

Faculty of Management, Białystok University of Technology, Wiejska 45A, 15-351 Białystok, Poland

Abstract

The aim of this article is to define the impact of this kind of cooperation in the context of innovations development. The article uses the method of critical analysis of literature and statistical analysis of data obtained from a survey conducted in 381 Polish companies in Podlaskie Province. As a result of the literature analysis and discussions, the factors influencing cooperation were determined in the context of the implementation of innovations. The results show that in the group of studied companies, there is a small degree of interest in taking up cooperation with the institutions of the business environment.

© 2016 The Authors. Published by Elsevier Ltd. This is an open access article under the CC BY-NC-ND license (<http://creativecommons.org/licenses/by-nc-nd/4.0/>).

Peer-review under responsibility of the organizing committee of EPPM2016

Keywords: cooperation; business environment institutions; innovations

1. Introduction

The article assumes that the objective of innovation is a direct desired result of innovative activities, both planned and actually achieved (which enables the assessment of these activities effectiveness). Direct effects of innovative activities are means to achieve the objectives of a higher rank – company's strategic business objectives and social ones. Studies indicate that the effects of innovation in companies are mainly associated with the increase of operating efficiency and competitive advantage, improved corporate image, employee satisfaction, improvement of resources (including technological, market and organization knowledge), possibilities of permanent maintaining innovation capacity and improvement of financial results. Supporting entrepreneurship and innovation processes includes provision of specific services and development of economic-social environment favorable to entrepreneurs and

* Corresponding author. Tel.: +4-885-476-9816.

E-mail address: a.daniluk@pb.edu.pl

conducive to independent business [1, 2]. Activities in this regard include establishment and development of specialized support institutions. In recent years there has been rapid development of these institutions in Poland. It has manifested itself by both an increase in the number of entities and richer range of services.

The growing importance of business environment institutions is also linked to the development of territorial forms of production organization, whose positive effects result from the geographical concentration of related activities. It shows the importance of cooperation between companies and business environment institutions, local government units and R&D institutes for regional development. The aggregations also contribute to improvement of the competitive position. Business environment institutions (BEI) offer entrepreneurs the assistance with formation, operation and development of companies. For research purposes and this article it was assumed that the institutions of business environment are non-profit organizations that do not work for achieving profit. However, if it is generated, it is allocated to the statutory objectives in accordance with the provisions of the articles of association or equivalent document. Identification of barriers to cooperation between the spheres of business is important from the point of view of measures to be taken in order to overcome the difficulties [3, 4].

It should be noted, that some of the factors that can positively affect the high inclination to cooperate by companies from one area do not have to be as important for actors at the other end of the country or the community of regions. Research carried out at regional levels seems to be important for this [5]. Although, among the available Polish studies there are reports on these issues at the national level, there is a little number of analyses in the individual provinces, including the Podlaskie Province, which takes one of the last places in innovation rankings. The goal of this article was to present the results of studies which take into account factors affecting the level of cooperation between companies and the institutions of business environment, in the context of implementation the innovations. The method of critical analysis of the literature and statistical analysis of data has been used. The results have been received from a study on a group of companies representing the metal and machine industry in the north-eastern Poland.

2. Review of the literature

Different motives for innovations implementation by companies are presented in the economic literature. One of the most important is to create a competitive advantage of both – cost and the company's offer resulting from differentiation [6–8]. This is possible thanks to innovations introduced in the various functions of the company as well as in the sphere of relations with its partners. The concept of innovation includes both the effect and the process due to which it is possible to achieve this effect. In management practice the motifs for innovation should therefore be included in the form of objectives that would be the effects of innovation process. It is also appropriate to determine phases of the process during which partial objectives are achieved.

In all the EU member states development and absorption of innovation constitute the key elements of the policy of economic and social cohesion [9]. Taking into consideration the measure of the percentage of companies that implement innovations, we can notice a major divergence between the Member States. Poland on this list ranks in the one before last position [10]. Polish companies rarely undertake to carry out research and development activities. The value of the EBRD index proves that, which, despite a noticeable increase to 0.43% of GDP in 2014 (0.23% in 2011), remains at a low level [11]. Expenditures on innovation activities in enterprises are designed mostly for the purchase of machinery and equipment [12]. The increase of innovativeness of Polish enterprises is necessary to improve their competitiveness in the market [13–15].

The important elements of the efficient innovation system, which support companies and facilitate the flow of knowledge and technology between science and businesses are the business environment institutions. These institutions, through their pro-innovation activities, strongly complement the contemporary logic of building the competitiveness of companies and socio-economic development of regions. They are such organizations whose activity is significant because of the direct contacts with local entrepreneurs (advice, lending, business information), as well as because of actions that increase awareness and skills of the local population (workshops and training courses), [16, 17]. Classification of business environment institutions, adopted in this study, is created according to the variety of undertaken tasks, targets client's services and necessary competence of personnel [18, 19].

Download English Version:

<https://daneshyari.com/en/article/5027591>

Download Persian Version:

<https://daneshyari.com/article/5027591>

[Daneshyari.com](https://daneshyari.com)