College of Management

I-Shou University

Master Thesis

Open Innovation, Reverse Knowledge Sharing and SME performance

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Abstract

Open Innovation (OI) has been studied mainly in large-scaled high-tech firms or Multinational Corporations. Few have studied OI on small and medium-sized enterprises (SMEs). Since SMEs make vital contributions to national and global economics and innovations, their engagement in the OI should not be neglected. In addition, the demand to access supporting resources, especially knowledge, from open communities is critical for SMEs, through a backward knowledge flowing process called reverse knowledge sharing. This study investigates on the relationship among OI, reverse knowledge sharing and SME performance with questionnaire data collected from SMEs in Vietnam. Results indicated that there was a positive relationship between OI and reverse knowledge sharing. Results also indicated that the degree of relationship between SMEs and their stakeholders moderated the relationship between OI and reverse knowledge sharing. Practical implications and theoretical potential for future research are discussed.

Key words: Open Innovation; reverse knowledge sharing; SMEs performance

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List of Abbreviations

ASEAN	Association of Southeast Asian Nations
GSO	General Statistics Office
EC	European Commission
EURIS	European Collaborative and Open Regional Innovation Strategies
ERIA	Economic Research Institute for ASEAN and East Asia
IFC	International Finance Corporation
MNCs	Multinational Corporations
OECD	Organisation for Economic Co-operation and Development
OI	Open Innovation
R&D	Research and Development
SMEs	Small and Medium-sized enterprises
USA	United States of America
WTO	World Trade Organization

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