



**《数字经济下的创新绩效
——数字平台能力、即兴能力和组织准备真的重要吗？》**

**汇报人：潘薇
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汇报内容

F1

理论架构

F2

数据分析

理论架构

01

基本信息

02

研究内容

03

研究方法

04

研究结果

05

结论与讨论



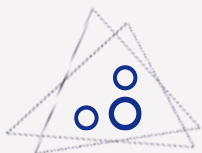
基本信息

01

期刊信息

02

作者信息



期刊信息

Innovation performance in digital economy: does digital platform capability, improvisation capability and organizational readiness really matter?

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摘要 Purpose – The purpose of this study is to investigate how digital platforms capability, improvisational capability and organizational readiness directly affect innovation performance. This study also explores how organizational readiness acts as mediator.

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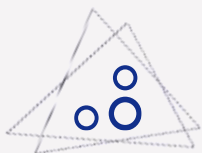
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Q2

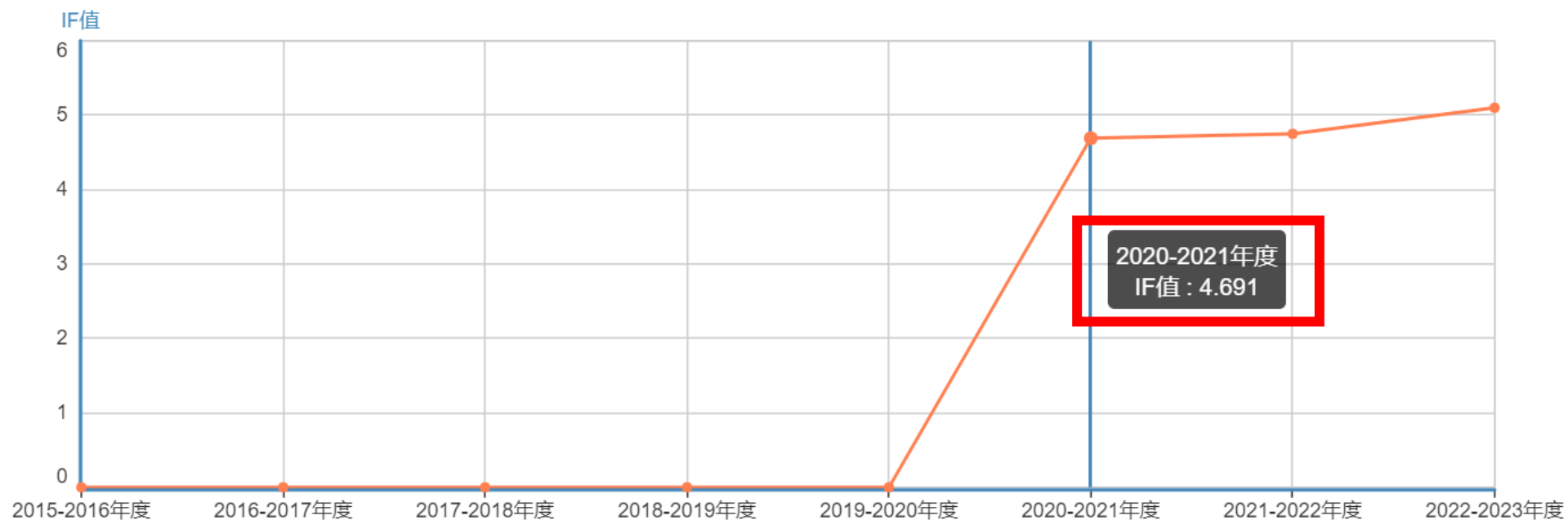
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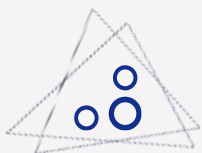


期刊近年的IF趋势图

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IF值





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研究内容

01

研究对象

02

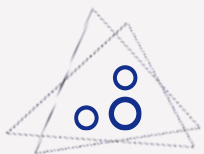
研究目标

03

研究变量

04

研究假设



研究内容

研究对象

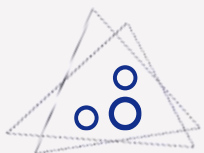
制造业领域中基于信息通信技术、最新技术、使用加密货币为运营机制的中小企业

研究目标

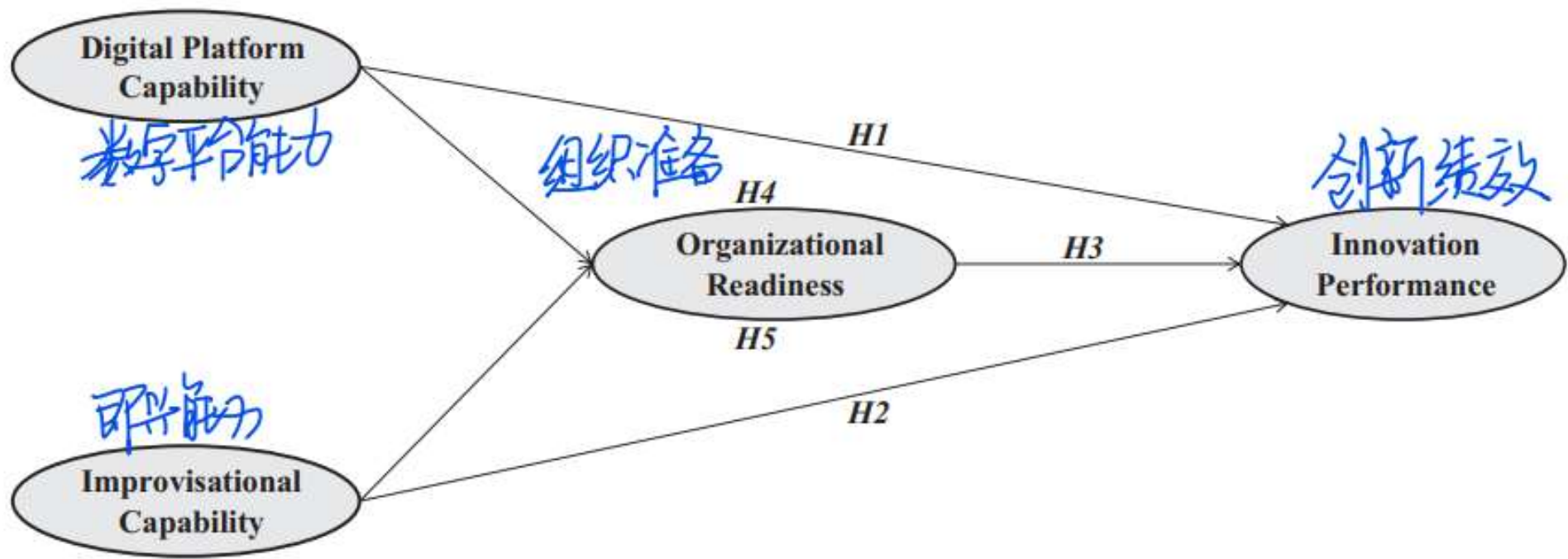
- 1.探索数字平台能力、即兴能力、组织准备对创新绩效的影响
- 2.探索组织准备的中介效应

研究变量

自变量：数字平台能力¹、即兴能力²
中介变量：组织准备
因变量：创新绩效



研究假设





研究方法

01

研究方式

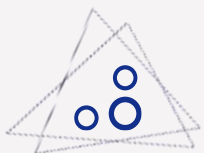
02

问卷收集

02

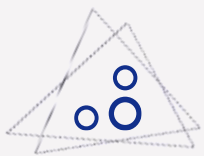
研究量表





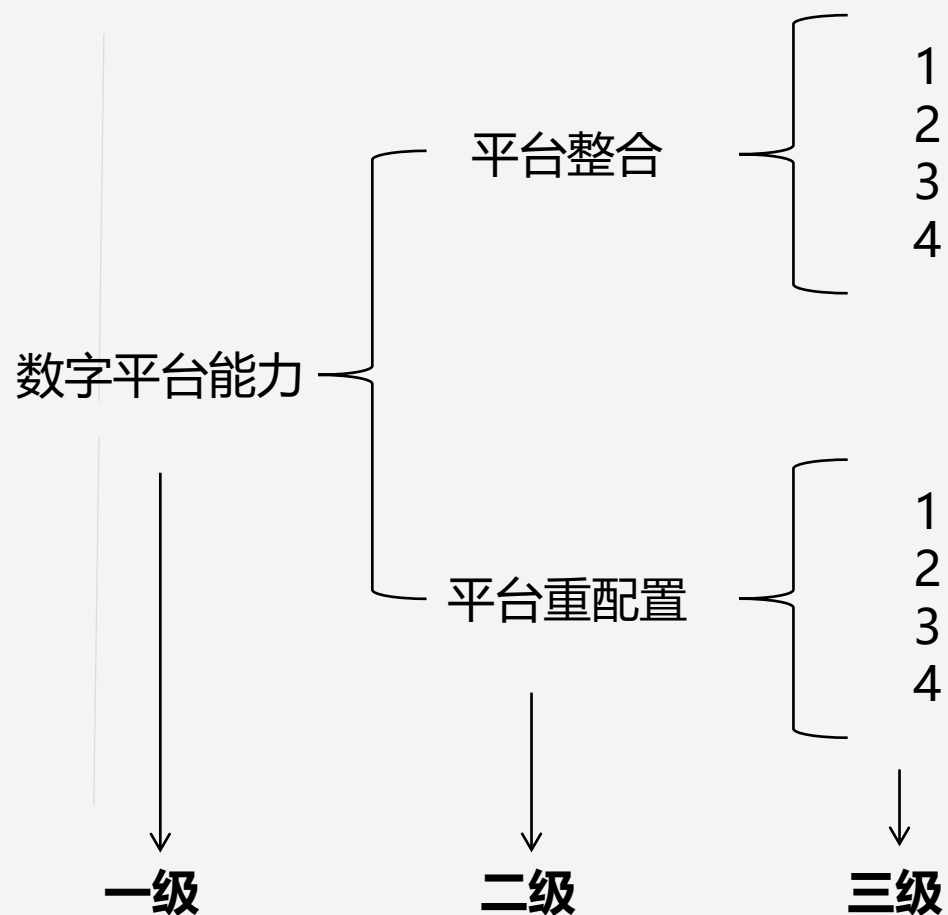
研究方法

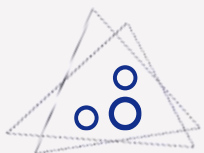
研究方式	问卷调查的方式，采用相关性分析、回归分析和结构方程模型探索变量间的关系，采用sobel检验法和bootstrap检验法验证中介效应
问卷收集	647份有效问卷



研究量表

数字平台能力 通过在线市场或通信渠道与商业世界保持联系的能力，2个子维度，8个题项





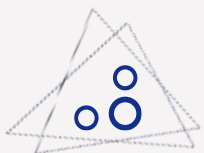
研究量表

即兴能力

在时间紧迫、缺乏详细规划和对环境了解不足时自发做出的创造性反应，
单维度，3个题项

组织准备

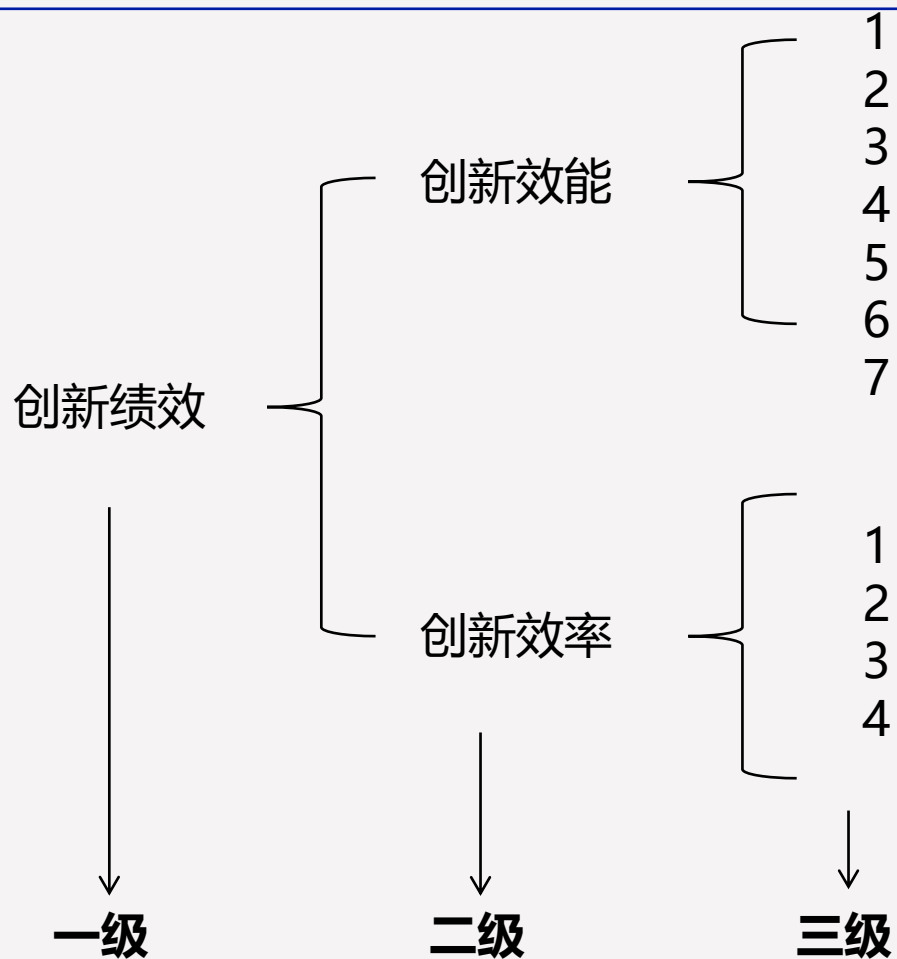
适应所需变化的意愿和能力，单维度，6个题项

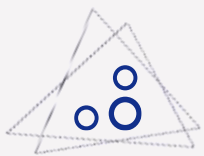


研究量表

创新绩效

公司在改进产品、公司新产品和/或世界市场新产品方面进行突破性创新的能力，
2个子维度，11个题项





研究量表

4.1 Structural equation modeling (SEM) analysis

In this study, SEM is used as a statistical technique to test the study hypotheses. SEM is based on two-step approach, i.e. confirmatory factor analysis (CFA) also known as measurement model and structural model. CFA is a part of SEM and also known as the measurement model. CFA was incorporated prior to testing structural model in order to evaluate the precision of the measurement properties of the hypothesized model with the help of fit indices. In the current study, we employed CFA to assess the **unidimensionality** (Joreskog and Sorbom, 1996). CFA was conducted to check model fitness and results of CFA are presented in Table 2. Results supported that our four-factor model is fit to data ($\chi^2 = 922.45$, $df = 317$; $\chi^2/df = 2.910$; Root-Mean-Square Error of Approximation (RMSEA) = 0.04; Comparative Fit Index (CFI) = 0.95; Goodness of Fit Index (GFI) = 0.96).



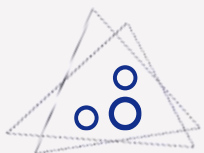
研究结果

01

统计表格

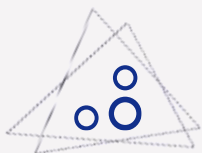
02

路径系数

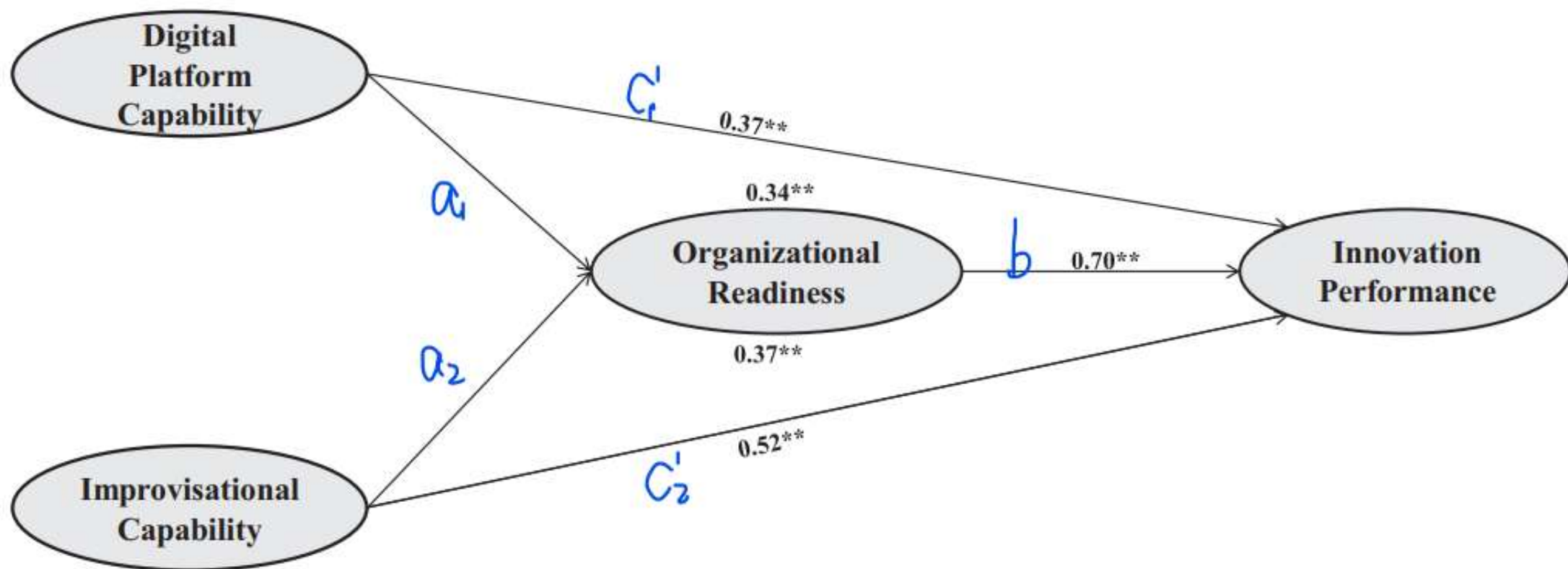


统计表格

序号	检验内容
表1	量表信效度检验
表2	模型拟合度检验
表3	变量相关性检验
表4	中介模型的直接效应和后半段中介效应检验
表5	中介效应检验
表6	中介效应检验



路径系数





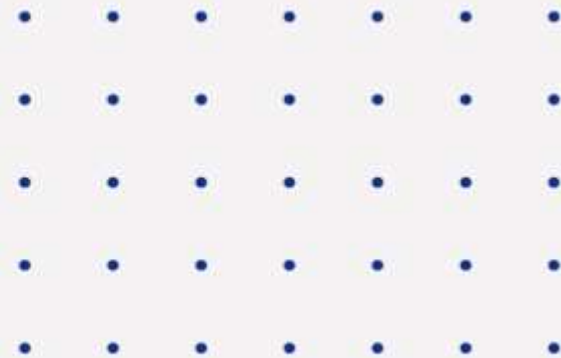
讨论与结论

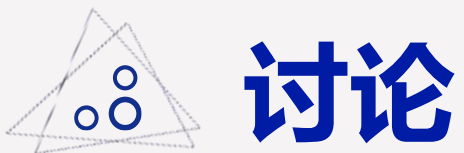
01

讨论

02

结论





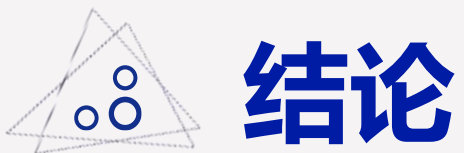
讨论

各变量对创新绩效的影响：

- 数字平台能力正向影响创新绩效→ H1成立
- 即兴能力正向影响创新绩效 →H2成立
- 组织准备正向影响创新绩效 →H3成立

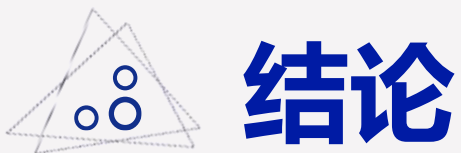
组织准备的中介效应：创新点

- 组织准备在数字平台能力和创新绩效关系中的中介作用显著→H4成立
- 组织准备在即兴能力和创新绩效关系中的中介作用显著 →H5成立



理论启示:

- 主要贡献：创造性的提出组织准备与创新绩效的组合
- 通过研究发现，组织准备是决定数字经济下创新绩效的关键因素。
- 为组织准备在数字平台能力和创新绩效之间的中介关系，即兴能力和创新绩效之间的中介关系提供了理论支撑



结论

实践启示：

- 实证了数字平台能力对于创新绩效在实践管理中的重要作用
- 证明了即兴能力有助于组织更有效地应对新的机遇和挑战，从而在数字经济中发展持续的创新绩效。
- 管理层应关注组织通过DPC创新以达到中小企业的创新绩效。
- 通过即兴能力和组织准备来提高创新能力。