

An Empirical Study Comparing Industry Segments as Regards Organisation Management in Open Innovation - Based on a Questionnaire of the Pharmaceutical Industry and IT Component Industry Segment

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Abstract : The aim of this research is to clarify the difference by industry segment or product characteristics as regards organisation management for an open innovation to raise R&D performance. In particular, the trait of the pharmaceutical industry is defined in comparison with IT component industry segment. In considering open innovation, both inter-organisational relation and the management in an organisation are important issues. As methodology, a questionnaire was conducted. In conclusion, suitable organisation management according to the difference in industry segment or product characteristics became clear.

Keywords : empirical study, industry segment, open innovation, product-development organisation pattern

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