

تاریخ دریافت: ۱۳۹۶/۱۲/۲۰
تاریخ پذیرش: ۱۳۹۷/۰۶/۲۰

پژوهش‌های مدیریت عمومی
سال یازدهم، شماره چهل و یکم، پاییز ۱۳۹۷
صفحه ۱۳۷-۱۱۱

Investigation the Relationship Between Technology Intelligence and Strategic Innovation in Companies Located in Technology Parks (Case study: Pardis Technology Park)

Abbas Samadi¹, *Rouhollah Sohrabi², Ftemeh Erfani³

1- Faculty of Engineering, Bu Ali Sina University

2-Faculty of Economic and Social Science, Bu Ali Sina University. (Corresponding Author). Email:r.sohrabi@basu.ac.ir

3-Master of executive management, Bu Ali Sina University

Received: 11/03/2018; Accepted:11/09/2018

Abstract

The purpose of this study is to investigation the relation between technology intelligence and strategic innovation in companies located in the pardis technology park. The study is a descriptive one; and it is based on a correlational method. The population of the study includes Senior Managers all the powerful companies located in the pardis technology park that are 65 company. At last 50 companies answered the questionnaires as sample size. To collect the data, in accordance with the dimensions of technology intelligence Savioz (2004) and strategic innovation questionnaire based on the dimensions Ashtiani (2008) has been used. Both content validity was confirmed by a survey of teachers and experts in field technology and innovation. The reliability of both questionnaires calculated using cronbachs alpha and values are respectively 0.960 and 0.941. In order to analyze the data, software SPSS and SmartPLs were used. In analyzing the data, descriptive and inferential statistical tests results indicators and structural equation modeling is presented. The result of Pearson test indicates a positive and meaningful relationship between technology intelligence and strategic innovation. Furthermore, Investigation of fitting indicators show that the model used in the study is acceptable fitness.

Introduction: The purpose of this study is investigation of relation between technology intelligence and strategic innovation in companies located in the pardis technology park.

Case study: companies in pardis Technology Park

Materials and Methods: The study is a descriptive one; and it is based on a correlational method. The population of the study includes Senior Managers all

the companies located in the pardis technology park that are 65 companies. At last 50 companies answered the questionnaires as sample size. To collect the data, in accordance with the dimensions of technology intelligence Savioz (2004) and strategic innovation questionnaire based on the dimensions Ashtiani (2008) has been used. Both content validity was confirmed by a survey of teachers and experts in field technology and innovation. The reliability of both questionnaires calculated using cronbachs alpha and values are respectively 0.960 and 0.941. In order to analyze the data, software SPSS and SmartPLs were used.

Discussion and Results: In analyzing the data, descriptive and inferential statistical tests results indicators and structural equation modeling is presented. The result of Pearson test indicates a positive and meaningful relationship between technology intelligence and strategic innovation. Furthermore, Investigation of fitting indicators show that the model used in the study has acceptable fitness.

Key Words: Technology Intelligence, Strategic Innovation, Competitive Advantage, Pardis Technology Park