

TECHNOLOGICAL COLLABORATION DIVERSITY AND FIRM PERFORMANCE: THE MODERATING ROLE OF FAMILY MANAGEMENT

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Área temática: C) Dirección y Organización

Keywords: Technological collaboration diversity, Firm performance, Family management, Innovation efficiency

Technological collaboration diversity and firm performance: the moderating role of family management

Abstract

To date, the study of the relationship between technological collaborations and firm performance has yielded controversial results: on the one hand, some scholars argue that technological collaboration diversity leads to improved performance, while on the other hand, other scholars postulate just the opposite effect. In this study, we introduce a moderating factor, namely family management, to shed some light on the technological collaboration-firm performance relationship. Preliminary results show a positive impact of technological collaboration diversity on firm performance. Furthermore, we find that family management strengthens the way in which collaborations with diverse innovation partners