The ability of firms to effectively use mechanisms that support them in profiting from technological innovation is key to outperforming competitors. Yet, such mechanisms have, for the most part, been studied in isolation, without accounting for interactions between them. We address this gap by developing a conjoint-based method to study such interactions, and by applying it to analyze interactions between product-related patents and three other appropriability mechanisms. To this end, we conduct and analyze a series of discrete choice experiments with 319 managers within a leading international communications equipment company. As a result, we find the number of product-related patents to be complementary to the overall size of the patent portfolio and complementary—with an interesting exception—to contributions to open standards. We also find indications of a substitutive interaction with lead time advantages. Hence, the effectiveness of patents seems to be leveraged by controlled diffusion of the underlying technologies and by the size of the firm’s patent portfolio, a finding that may contribute to
explaining the patent paradox. Theoretical and managerial implications are discussed.

Stichworte: Profiting from innovation; Value appropriation; Patents; Complementarity; Patent paradox

Intellectual Contribution: Discipline-based Research

Zeitschriftentitel: Research Policy

Journal gelistet in FT45 Ranking: Research Policy

Jahr: 2012

Band: 42

Jahr / Monat: 2013-03

Heft / Issue: 2

Seiten: 326-339

Reviewed: ja

Volltext / DOI: http://doi.org/10.1016/j.respol.2012.06.004

Verlag / Institution: Elsevier

Urteilsanmerkung / Urteilsbesprechung: 0

Key publication: Ja

Peer reviewed: Ja

International: Ja

Book review: Nein

commissioned: not commissioned

Professional Journal: Nein

Interdisziplinarität: Nein

Leitbild: 

Ethics & Sustainability: Nein

Occurences:
Einrichtungen > Fakultäten > Fakultät für Wirtschaftswissenschaften > Kompetenzfelder > Innovation & Entrepreneurship > Dr. Theo Schöller - Stiftungslehrstuhl für Technologie- und Innovationsmanagement (Prof. Henkel, Prof. Gäßler) > Refereed Journal Articels

Einrichtungen > Fakultäten > Fakultät für Wirtschaftswissenschaften > Kompetenzfelder > Innovation & Entrepreneurship > Dr. Theo Schöller - Stiftungslehrstuhl für Technologie- und Innovationsmanagement (Prof. Henkel, Prof. Gäßler) > Key publications > Prof. Henkel

entries: