

LINKAGES BETWEEN ACTORS CREATING INNOVATIONS IN THE LIGHT OF CULTURAL CONDITIONS

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Abstract:

According to the concept of triple helix of innovation, the linkages between the main actors of the innovation process (enterprises, universities and the government) are crucial for the innovativeness of the economy. Particular importance is given to cooperation between enterprises-universities and cooperation within enterprises. Establishing this linkages, which is extremely important for innovation, is not simple or quick process, especially through legal regulations. In contrast, expenditure on research and development or the intellectual property rights system can be changed by legislations. The development of linkages between enterprises and universities requires a longer time and strongly depends on cultural conditions. The aim of the article is to check which values in the typologies of culture foster the enterprise-universities cooperation and cooperation among the enterprises themselves. The Linkages index (one of the ten indicators under the Summary Innovation Index) and the detailed indicators from which it is made, have been taken as the measure of linkages. The typologies of culture used in the works are by G. Hofstede, E. T. Hall and F. Trompenaars and Ch. Hampden-Turner. The results show that the abovementioned linkages are fostered by high individualism, high indulgence, low power distance, low uncertainty avoidance, monochronic cultures and low context cultures.

Keywords: Innovation, Innovation culture, Innovation linkages, Typologies of culture