

عنوان مقاله:

?How R&D Intensity affect Operational Efficiency and Strategic Alliances in Medium-Sized Companies

محل انتشار:

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خلاصه مقاله:

This study aims to investigate the impact of R&D intensity on operational efficiency and strategic alliances in medium-sized companies. Specifically, it seeks to understand how these variables interact to influence a firm's commitment to research and development activities, ultimately affecting their innovation and market performance. A cross-sectional design was employed, with a sample of ۲۳۰ participants drawn from medium-sized companies. The sample size was determined using the Morgan and Krejcie table. Data were collected through structured questionnaires assessing R&D intensity, operational efficiency, and strategic alliances. Pearson correlation analysis was conducted to examine the relationships between the dependent variable (R&D intensity) and each independent variable (operational efficiency and strategic alliances). Linear regression analysis was performed to explore the combined effect of the independent variables on R&D intensity. All analyses were conducted using SPSS version ۲۷. Pearson correlation coefficients indicated significant positive relationships between R&D intensity and operational efficiency ($r = ۰.۵۳, p = ۰.۰۰۱$), and between R&D intensity and strategic alliances ($r = ۰.۴۷, p = ۰.۰۰۲$). The regression analysis showed that operational efficiency and strategic alliances together explain ۴۰% of the variance in R&D intensity ($R^2 = ۰.۴۰, F(۲, ۲۲۷) = ۱۹.۲۵, p = ۰.۰۰۰$). Multivariate regression results confirmed that both operational efficiency ($B = ۰.۰۷, \beta = ۰.۴۲, p = ۰.۰۰۱$) and strategic alliances ($B = ۱.۱۰, \beta = ۰.۳۵, p = ۰.۰۰۰$) are significant predictors of R&D intensity. The study concludes that operational efficiency and strategic alliances significantly enhance R&D intensity in medium-sized companies. These findings suggest that improving operational processes and fostering strategic partnerships are critical for increasing a firm's investment in research and development. The results are consistent with previous research and provide valuable insights for both academia and industry practitioners. Future research should consider longitudinal designs and explore additional variables to further understand these relationships.

کلمات کلیدی:

D Intensity, Operational efficiency, Strategic Alliances, Medium-Sized Companies, Innovation, research and development, Cross-Sectional study&

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