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Türk Gıda ve İçecek Sanayinde Firma Performansı ile Açık İnovasyon Stratejileri ve Düzeyi Arasındaki İlişkilerin Analizi / Analysis of Relationships between Firm Performance and Open Innovation Strategies, and Levels in Turkish Food and Beverage Industry

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A B S T R A C T

The main purpose of this study is to reveal the relationships between open innovation strategies, application levels and innovative and economic performance of food industry firms. The literature suggests that open innovation that may arise at various levels of production process such as idea generation, development and commercialization might be influenced by the stakeholders that the firm is in collaboration with and might significantly affect productivity of the firm which is measured with innovative and economic performance. From the above perspective the study is based on tests of various hypotheses related to effects of open innovation strategies and levels. Data set used in the econometric analyses is obtained through the field survey carried out on 146 firms in food industry. One of the main empirical findings suggests that firms' open innovation strategy is not the sole determining factor on open innovation level. Another finding is that open innovation that arises during idea generation has positive impact on innovative performance of the firm.

KEYWORDS Open Innovation; Inbound Open Innovation; Outbound Open Innovation; Food and Beverage Industry; Firm Performance

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