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Strategic Network Partner Fit, Open Innovation and Organisational Performance: A Conceptual Framework

Abstract

This paper is a review of literatures on strategic network, strategic partner fit, alliance, collaboration, open innovation and organisational performance. It discussed on the influence of strategic network partner fit and open innovation on organisational performance in today's competitive environment. This conceptual paper argues that the success organisational performance depends on the ability of the partners to strategically match resources based on some criteria of alliance characteristics relationship with firms' openness in innovation. In order to mitigate risk and create more innovation, firms should be opened towards strategic partnership and innovation. It is critical for firms to be able to identify and evaluate the potential value of the external knowledge from their partners, their own internal knowledge capacity and their alliances network attributes. This to ensure that resources require for the completion of a project are matched. The impact of globalization has seen many giants' corporations collapsed without strategic partnership thus lead to lack of innovation and competitiveness. Objective: To propose and illustrate a conceptual framework of strategic network partner fit, open innovation and organisational performance. Results: The literature review discussed in this paper has deliberated the conceptual connection between strategic network partner fit, open innovation and organisational performance. Conclusion: The paper intends to generate a new theoretical model for strategic network partner fit, open innovation and organisational performance. Since there is a few research pertaining to the mediating role of open innovation towards strategic network partner fit and organisational performance, hence, this study signifies to supplement the literature gap.

Keywords: Strategic Network, Partner Fit, Collaboration, Open Innovation, Organisational Performance