THE HONG KONG POLYTECHNIC UNIVERSITY
DEPARTMENT OF MANAGEMENT & MARKETING

DEPARTMENTAL RESEARCH SEMINAR

Exploration: Starting From Firms’ Prior Knowledge Base

By

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Date: Friday, 18 April 2008
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Venue: M802

All interested are welcome
Exploration: Starting From Firms' Prior Knowledge Base

ABSTRACT

Dr Ivy Yang

Exploring new knowledge areas, firms add value to its existing knowledge base. This study investigates how firms' prior knowledge affects their exploration by proposing explorative opportunities embedded in its relevant knowledge pool and offering communication channels underlying its knowledge base structure to utilize those opportunities. In a longitudinal data of 87 telecommunications equipment manufacturers, I find that a firm's relevant knowledge pool distance leads firm to explore, and that both firm's knowledge diversity and coherence enhance the relationship between the relevant knowledge pool distance and firm exploration although coherence encourages and diversity discourages firms exploration respectively.