

Trim Salihu

Innovation in Chinese and German small and medium-sized companies

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Innovation in Chinese and German small and medium-sized companies

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Abstract

With the rapid economic development in the past two decades, China has become the world second largest economy and has a profound influence on global economic development. In order to have a better understanding of the Chinese “economic miracle” and a future-oriented insight into Chinese economic growth, it is necessary for us to have a glance at the development of Chinese small and medium-sized companies (SMEs) and the driving force of their development: Innovation.

Many scholars in China and Germany have carried out research on SME innovation. However, because of the differences in culture, economic environment, and SME development history etc., the development of SME innovation is also different, leading to dissimilar research directions.

In this thesis, the author analyzes the articles, reports, surveys, books and other literature that was made in China in the past 20 years. All the literature and data are synthesized into three parts: the characteristics of China's SME innovation, the challenge of China's SME innovation and the opportunities of China's SME innovation. Based on literature analysis, the author summarizes the characteristics, challenges and opportunities into different points. This thesis also presents the most representative German research on SME innovation as a comparison to Chinese ones, and describes the similarities and differences between Chinese and German SMEs' innovation research, helping to find out the new direction of future research on SME innovation in China.

Zusammenfassung

Mit der rasanten wirtschaftlichen Entwicklung in den letzten zwei Jahrzehnten ist China zur zweitgrößten Volkswirtschaft der Welt aufgestiegen und hat einen tiefgreifenden Einfluss auf die globale wirtschaftliche Entwicklung. Um das chinesische "Wirtschaftswunder" und einen zukunftsorientierten Einblick in das chinesische Wirtschaftswachstum besser zu verstehen, müssen wir einen Blick auf die Entwicklung chinesischer Mittelständler (KMU) und der treibenden Kraft ihrer Entwicklung werfen: Innovation.

Viele Gelehrte in China und Deutschland haben Forschungen zu KMU-Innovationen durchgeführt. Aufgrund der Unterschiede in der Kultur, dem wirtschaftlichen Umfeld und der Entwicklungsgeschichte von KMU variiert die Entwicklung von KMU-Innovationen jedoch stark, was zu unterschiedlichen Forschungsrichtungen und Ergebnissen führt.

In dieser Arbeit analysiert der Autor die Artikel, Berichte, Umfragen, Bücher und andere Literaturen, die in China in den letzten 20 Jahren entstanden sind. Die gesamte Literatur und Daten sind in drei Teile zusammengefasst: die Merkmale der chinesischen KMU-Innovation, die Herausforderung der KMU-Innovation in China und die Möglichkeiten der chinesischen KMU-Innovation. Basierend auf Literaturanalysen fasst der Autor die Charakteristika, Herausforderungen und Möglichkeiten zu verschiedenen Punkten zusammen. Diese Arbeit stellt auch die repräsentativste deutsche Forschung zu den KMU-Innovationen als Vergleich zur chinesischen vor und beschreibt die Ähnlichkeiten und Unterschiede zwischen der chinesischen und deutschen KMU-Innovationsforschung und hilft dabei, die neue Richtung der zukünftigen Forschung zur KMU-Innovation in China aufzuzeigen.

