

The effectiveness of cooperative programs between large and small businesses in the Korean steel industry

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Though many theories emphasize the importance of the cooperative relationships between firms, there have not been enough empirical studies about the performance of cooperation. This makes firms difficult to focus on the most effective programs to the characteristics of the relationship.

Through investigating the survey data, this study figures out the following three findings. 1) SMEs do not regard committees and consulting centers as important and effective cooperative programs due to the lack of immediate benefits. 2) Benefit sharing activities can be mutually beneficial when SMEs have other sources to make up the reduced sales volume. 3) When SMEs provide services rather than products, the human resource oriented programs like employee training are more effective than technology-oriented programs.

Track: 9. Relationships between Large and Small Firms