A Study on the Key Success Factors for Knowledge Management of the Venture Businesses Listed in KOSDAQ

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ABSTRACT

Recently, Korean economy is boosted by the active introduction of many venture businesses full of entrepreneurship. It has been widely accepted implicitly that success of the venture business originates from unique style of knowledge management. This assumption looks natural when we consider the fact that success of the venture business heavily depends on differentiated intelligent asset or knowledge. However, such implicit belief has never been tested empirically. To fill the research void like this, this paper proposes an empirical derivation of key success factors from the venture businesses listed in KOSDAQ. To add rigor to our results, we performed regression analysis by using the derived key success factors as independent variables, and introducing organization efficiency, job satisfaction, and accomplishment motivation as dependent variables. Regression results showed that our approach is justified from the statistical perspective.

Keywords: Venture Business, Knowledge Management, Key Success Factors, KOSDAQ, Regression Analysis

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"Venture Business" HTSF(High
Technology Small Firm), Risky Business, High
Technology Business, NTBF(New Technology
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    Hsanali (2002)   1) leadership; 2) culture; 3)
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tion technology infrastructure; and 5) measure-
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(Aaker, 1989; Drucker, 1988; Itami, 1989;
Kaplan & Norton, 1992; Krogh, 1998; Ludvall   .
and Johnson, 1994; Machup, 1984; Nonaka &
Takeguchi, 1995; Quinn et al, 1996; Saint-Onge,   .
1998; Smith, 1998; Sveiby, 1987).   Krogh   ,
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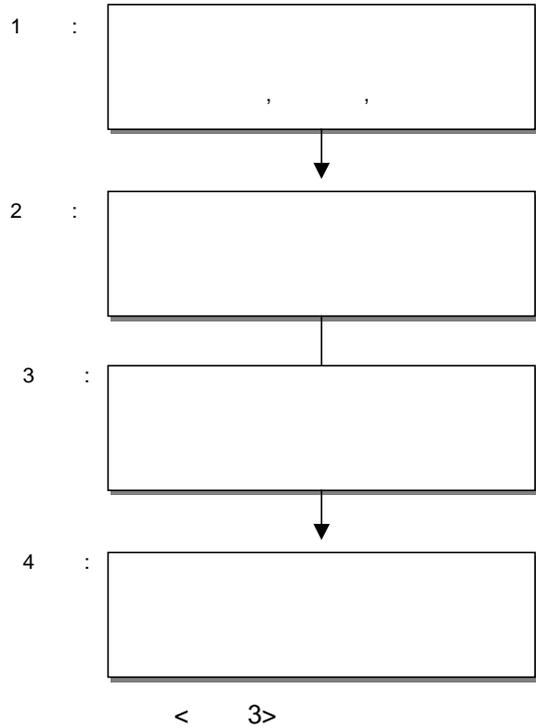Knowledge)   ,   '   ', '
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(Bock, et al., 2005; Ko, et al., 2005).

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100,000	12	5.1%
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50 - 100	73	31.6%
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1		5.897	1.509
2		5.687	1.151
3		5.532	1.279
4		5.461	1.327
5		5.321	1.243
6		5.120	1.463
7		5.086	1.370
8		4.987	1.143
9		4.896	1.247
10		4.725	1.700
11		4.682	1.245
12		4.602	1.227
13		4.563	1.429
14		4.549	1.573
15		4.544	1.316
16		4.510	1.302
17	(,)	4.481	1.192
18	?	4.461	1.208
19		4.447	1.312
20	,	4.437	1.326
21		4.408	1.181
22		4.383	1.345
23		4.379	1.373
24		4.374	1.177
25	(, , ERP)	4.369	1.530
26	(,)	4.330	1.251
27	DB, DB	4.291	1.556
28		4.210	1.223
29		4.136	1.500
30		4.025	1.409
31		3.889	1.287
32		3.845	1.420
33		3.785	1.667
34		3.655	1.659

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Eigenvalue	FACTOR1	FACTOR2	FACTOR3	FACTOR4	FACTOR5	FACTOR6	FACTOR7
	4.1307	4.1092	3.2388	2.4825	2.3504	2.3379	2.0096
A33	**0.8002**	0.2064	0.0456	0.0761	0.1305	0.2476	-0.0422
A32	**0.6437**	0.4095	-0.0054	0.1620	0.1603	0.0992	0.1005
A31	**0.6179**	0.4484	0.0633	0.1292	0.1834	0.0741	0.0155
A34	**0.5327**	0.4145	0.2886	0.2291	0.0455	0.2590	-0.0839
A23	**0.5199**	0.3574	0.1531	0.1724	0.1701	0.1013	0.1214
A11	**0.5095**	0.0954	0.2991	0.3785	0.1227	-0.0028	0.2822
A5	**0.4965**	0.1312	0.2381	0.0525	0.2491	0.4277	0.2391
A30	0.0522	**0.7164**	0.0569	0.1789	0.3255	0.0780	0.0610
A27	0.3220	**0.6817**	0.1305	0.0333	0.0834	0.1610	0.1525
A28	0.2869	**0.6729**	0.2404	0.0965	-0.0062	0.0922	0.0675
A21	-0.0106	**0.5687**	0.2461	0.3968	0.0574	0.2557	-0.0911
A29	0.3291	**0.5524**	0.0690	0.1372	-0.0547	0.2797	0.1551
A24	0.2642	**0.5400**	0.2091	0.2164	0.3108	-0.2082	0.1115
A26	0.4199	**0.5081**	0.3115	-0.0389	0.3488	0.0586	0.0588
A17	0.0885	0.1778	**0.7134**	0.3639	0.0306	0.0308	0.0908
A18	0.1577	0.0921	**0.6444**	0.0949	-0.0445	0.2289	0.0722
A19	0.2791	0.1137	**0.6211**	0.0218	0.1650	0.2144	0.2068
A20	0.3412	0.0912	**0.5957**	0.3379	-0.0118	0.1692	-0.1258
A16	-0.1494	0.1281	**0.5695**	-0.0485	0.0899	0.1045	0.0875
A25	0.2227	0.3707	**0.5036**	-0.1131	0.3797	-0.2062	0.1516
A22	0.2777	0.3420	0.3552	0.2117	0.0360	0.2200	0.1210
A13	0.1203	0.3097	0.0466	**0.6997**	0.1761	0.2095	0.1420
A14	0.2124	0.2475	0.1062	**0.6527**	0.1472	0.1903	0.1551
A12	0.5327	0.0478	0.2568	**0.5633**	0.1698	0.1061	0.1964
A2	0.1635	0.2641	-0.0188	0.0822	**0.7751**	0.1314	0.0083
A3	0.2225	0.1531	0.0894	0.1732	**0.7178**	-0.0027	0.2108
A1	0.0848	-0.1166	0.1475	0.2129	**0.5422**	0.4439	0.0583
A7	0.1475	0.2366	0.2206	0.1463	0.0649	**0.6434**	0.0085
A6	0.1896	0.0925	0.1812	0.0445	0.0587	**0.6246**	0.2646
A8	0.2265	0.2695	0.1648	0.3053	0.1390	**0.4991**	0.2227
A9	0.1213	0.1229	0.0154	0.0606	0.0679	0.2721	**0.7505**
A4	-0.1620	0.1532	0.1247	0.0562	0.3409	0.1589	**0.5628**
A15	0.1211	0.0125	0.1974	0.3959	0.0431	-0.1693	**0.5482**
A10	0.4235	0.0300	0.2322	0.1658	-0.0581	0.2317	**0.4991**

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A22   33
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Cronbach's α ,   ,
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(　)		Cronbach	
Factor 1	7	0.86	0.86, 0.68, 0.72, 0.67, 0.71, 0.68, 0.62
Factor 2	7	0.83	0.65, 0.69, 0.66, 0.81, 0.65, 0.85, 0.72
Factor 3	6	0.77	0.60, 0.71, 0.66, 0.75, 0.70, 0.63
Factor 4	3	0.78	0.62, 0.69, 0.64
Factor 5	3	0.75	0.73, 0.71, 0.61
Factor 6	3	0.72	0.62, 0.64, 0.66
Factor 7	4	0.70	0.63, 0.67, 0.64, 0.71

< 　5>   Cronbach's α

2)   A5, A8, A10   0.5
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α　　　　　　　　　　　　　　　　　　　　　　　　　　　．　　，

0.7　　　0.6　　　　　　　　　　　　　　　　　　　　．　，

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VIF(Variance

Inflation Factor)　　　VIF　　10

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(Stepwise Method)

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$$Y = \alpha + \beta_1 F_1 + \beta_2 F_2 + \beta_3 F_3 + \beta_4 F_4 + \beta_5 F_5 + \beta_6 F_6 + \beta_7 F_7$$

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Y :　　　　　　　(　　　　　　　　，

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F1 :　　　　　　　, F2 :　　　　　　　5　　　　p < 0.05　　　5

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(Multicollinearity)　　　　　．　　　　F　70.342,

p < 0.0001　　R^2　0

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R^2　63.75%　．　，

R^2 64.81% .

β . ,

$$= 4.466 + 0.735F_1 + 0.555F_2 + 0.196F_4 + 0.240F_5 + 0.103F_6$$

β

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$$= 4.374 + 0.757F_1 + 0.504F_2 + 0.243F_4 + 0.221F_5 + 0.119F_6$$

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			p	F	R^2
		4.466	0.0001		
	(F₁)	0.735	0.0001		
	(F₂)	0.555	0.0001	70.34	63.75%
	(F₄)	0.196	0.0002		
	(F₅)	0.240	0.0001		
	(F₆)	0.103	0.0005		

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			p	F	R^2
		4.374	0.0001		
	(F₁)	0.757	0.0001		
	(F₂)	0.504	0.0001	73.68	64.81%
	(F₄)	0.243	0.0001		
	(F₅)	0.221	0.0001		
	(F₆)	0.119	0.0001		

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F 73.68, p<0.0001 , ,

R^2 0 0 . F 100.15,

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R^2　　　　　　　　　　　　　．

71.46%　　．　　　，

β　　　　　　　　　　．　　　　　　　　　　．

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$$= 4.442 + 0.923F_1 + 0.269F_3 +$$
$$0.133F_4 + 0.149F_5 + 0.312F_6$$

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(F_7)

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		p	F	R^2
	4.442	0.0001		
(F_1)	0.923	0.0001		
(F_3)	0.269	0.0001	100.15	71.46%
(F_4)	0.133	0.0043		
(F_5)	0.149	0.0014		
(F_6)	0.312	0.0001		

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TQM and Business Excellence   ,

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