

There are no translations available.

Research on knowledge strategies argues that the configuration of activities used by companies to acquire new and leverage existing knowledge is an important influencing factor of company performance. However, we do not know very much about how companies actually structure knowledge acquisition. In addition, we do not know which configurations of knowledge acquisition are conducive to company performance. Furthermore, knowledge strategies have largely been neglected in the context of young and entrepreneurial companies. Drawing on an explorative analysis of quantitative and qualitative data, we investigate strategies and activities for knowledge acquisition in the context of young biotechnology companies in Germany. The study reveals four distinct knowledge acquisition strategies (low key, mid range, focus and explorer) and shows that these strategies differ in their relation to company performance as a result of their configuration of knowledge acquisition activities and the type of knowledge acquired.