An Empirical Study of the Impact of Innovation Capability on the Growth of Creative Agribusinesses

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Abstract — This study firstly defines the innovation capabilities which influence the growth of creative agribusinesses. Secondly, it proposes a theoretical model and puts forward a research hypothesis. Thirdly, a survey questionnaire is developed on the basis of relative literature and takes the creative agribusinesses as the survey object. After the collection of the first-hand data, this study empirically verifies the rationality and effectiveness of the theoretical model. The study results show that the capability of culture creativity, technology innovation and resource integration all have a significant and positive impact on the growth of creative agribusinesses. Finally, we further analyze the causes of the empirical results and explore the paths to promote the growth of the creative agribusinesses on the basis of the empirical research.

Keywords - Innovation capability; Creative agribusinesses; Growth; Structural equation modeling

I. INTRODUCTION

Capability is the basic skill to recognize, analyze and solve problems [1]. Sampson (2007) indicated that enterprise is the collection of the various resources and capabilities owned by itself. Enterprise capabilities are consist of the knowledge, experience and skills, they are the reflection of company’s management, which influence the growth of enterprises. With the continuous development of creative agriculture in China, the innovation capability is gradually recognized as the key factor that affecting the growth of creative agribusinesses [2], especially the capability of culture creativity, the capability of technology innovation and the capability of resources integration [3].

Research on the innovation capabilities and their action mechanism on the creative agribusinesses help to provide a basis for decision-making which is aim to enhance the creative capability for creative agribusinesses, and would also conducive to promote the development of creative agriculture in China. Based on the theory of capability, this study firstly takes the capability of culture creativity, the capability of technology innovation and the capability of resources integration as the general variables, then empirical study the correlation between these three capabilities and the growth of creative agribusinesses with an aim to explore the influencing mechanism of innovation capabilities on the creative agribusinesses, meanwhile, trying to expand the practical application of the capability theory to the development of creative agribusinesses.

II. LITERATURE REVIEW AND RESEARCH HYPOTHESIS

A. Literature review

In today’s world, the economy is increasingly dependent on culture creativity, the capability of culture creativity has gradually become the impetus for social development [4]. In order to maintain sustainable growth, the primary task for culture companies is to foster the capability of culture creativity, and the way to foster such capability is to turn the company into a site that is easy for the staff to display their creativity, creative design and interact with other colleagues [5]. The effect of this effort is to attract creative talents, which is essential for the enhancement of the capability of culture creativity for creative companies [6]. Furthermore, in order to stimulate the inspiration of the creative talents, it is necessary for the creative agribusinesses to create a relaxed, liberal and multicultural environment, providing the chance for the creative talents to fulfill their role [7].

Technology innovation and culture creativity is the core of the knowledge economy [8], they are the two dynamic factors that are essential to the enhancement of the added value and competitiveness of the creative agriculture [9], and therefore, the creative agribusinesses should also focus their attention on the training of the capability of technology innovation. The properties of the capability of technology innovation is determined jointly by the characteristics of creative culture and agriculture [10-13], technology innovation for creative agriculture is a scientific behavior, it is the process that integrating the development of agriculture and the thinking beyond the traditional mode of imagination, while the successful grasp of this process is known as the capability of technology innovation. The capability of technology innovation is closely related to the stock of
researches [14, 15], thus, attracting relevant researches in the universities and research institutes to involve in the activities of the technology innovation in the creative agribusinesses is an effective way to foster the capability of technology innovation [16].

In addition to the above two capabilities, scholars in this field also concern the capability of resource integration. Dong (2011) held a view that the capability of resources integration is the enterprises choose, learn, configure, activate and organic integrate different types, different levels, different structures, different content of resources after overcoming their cognitive and organizational obstacles, and trying to make such resources to be flexible, rational, systematic and valuable, and with the aim to form a new system of core resources by the way of reconstructing the original resource system, then abandon worthless resources and integrating the heterogeneous technological resources of the enterprise [17, 18]. Patel (1997) pointed out that the effectiveness and feasibility of the capability of resource integration are crucial to the innovation of the creative agribusinesses [19].

B. Research hypothesis

The pursuit of sustainable growth is the main motivation for the creative agribusinesses to carry out the projects of product innovation. And their growth are mainly reflected as the improvements of product design, the growth of market demand and to solve the development problems of rural areas (Lin et al. 2013). Creative agriculture belongs to the category of creative industry, therefore, the capability of culture creativity plays a significant role for the development of creative agriculture. In summary, this study makes the following assumptions of the correlation between the capability of culture creativity and the growth of the creative agribusinesses.

H1: The capability of culture creativity has a positive impact on the growth of creative agribusinesses.

2) The impact of the capability of technology creativity on the growth of creative agribusinesses and the hypothesis

A report from Li (2004) shows that although in the same macroeconomic environment, the effect of technology innovation is significantly different for the similar companies, the main reason for this phenomenon is that the innovation capability of the enterprises are different from each other, the capability of technology innovation is the ability that enterprises rely on to promote its development, and such capability is consist of technology system, knowledge talent, the management ability of the system and the values of the companies. Specifically, it is the capability that enterprises satisfy the customers’ need and creative the market demand by the introduction of new technology with the purpose of achieving the best economic and social benefits and enhancing the organizations’ overall competitiveness. Gao (2008) analyzed the constituent elements of the enterprises’ capability of technology innovation, he believed that enterprises’ capability of technology innovation is consist of the investment capability, the implementation capability and the output capability of technology innovation. Jin (2010) indicated that high-tech and new technology are the symbol that make creative industry superior to the traditional creative industry, meanwhile, they are also the scientific basis and technological support for the creative industry to achieve leapfrog development, and provide the necessary talent pool for the development of creative industry, hence, the advancement of creative industry is closely linked with high technology. High-tech creates a new carrier for new emerging service industry, it also creates intermediary for culture communication, and construct a new consuming habits and culture lifestyle for the new generation of consumers. Technology plays an irreplaceable role for the development of creative agribusinesses, consequently, in order to obtain the continuous driving force of growth, the creative agribusinesses need to cultivate the capability of technology innovation (Zhang. 2009). In summary, this study makes the following assumptions of the correlation between the capability of technology innovation and the growth of the creative agribusinesses.

H2: The capability of technology innovation has a positive impact on the growth of the creative agribusinesses.

3) The impact of the capability of resource integration on the growth of creative agribusinesses and the hypothesis

The school of enterprises capabilities holds a view that building the capability system by the integration of various resources and further improve different capabilities through inter-enterprise learning is an important form of value creation for the enterprises. Teece (1992) pointed out that in
today’s economic environment, enterprises achieve the
competitive advantage not only from the unique resources,
but also from the way these resources are configured.
Mahoney (1992) believed that transforming the potential
resources into companies’ activities and behaviors is the
reflection of enterprises’ ability. Brush (2001) deeply
analyzed the way of building the resource base of
entrepreneurial enterprises, and summarized the process
of resource integration of the entrepreneurial enterprises as four
parts, there are the concentration of resources, attraction of
resources, integration of resources, and transformation of
resources. Yi (2010) indicated that the capability of
resources integration is a kind of dynamic ability that new
ventures identify, acquire, configure, build, combine
resources and use resources throughout the entrepreneurial
process, it could be measured by the capability of resource
identification, the capability of resource acquisition, the
capability of resource allocation and the capability of
resource utilization. Creative agribusinesses are mostly of
small scale and encounter with the shortage of funds, trying
to use the resources effectively is essential to their growth,
therefore, it is possible for the creative agribusinesses to keep
continuous development if they consciously cultivate the
capability of resources innovation. In summary, this study
makes the following assumptions of the correlation between
the capability of resources integration and the growth of the
creative agribusiness.

H3 : The capability of resources integration has a
positive impact on the growth of the creative agribusiness.
Based on the above assumptions, this study raises the
theoretical model of the impact of innovation capability on
the growth of creative agribusinesses which is shown in
Figure 1.

Figure 1. The theoretical model of the impact of innovation capability on
the growth of creative agribusinesses.

III. RESEARCH SUBJECTS AND METHODS

A. Design of measurement questions and experts
   research

Based on the above research, this study designs the
experts’ Questionnaire of ‘An Empirical Study of the Impact
of Innovation Capability on the growth of Creative
Agribusinesses’ which is consist of the innovation
capabilities and the growth of creative agribusinesses and
containing 21 questions. Then, this study spends two months,
inviting 46 experts who are from universities, enterprises and
government to participate in the survey. The points that each
question got depend on the times they selected by the
experts. Based on the findings of experts research, this study
deletes the questions that score below 10, then, according to
the experts’ suggestions, it modifies and adjusts the
questions of the questionnaire, eventually, a questionnaire
contained 20 questions is put forward.

B. Pre-study and formal questionnair

On the basis of experts’ research, this study designs a
pre-study questionnaire with the application of Likert five-
point scale, in the questionnaire, each question set 5 options,
1 represents ‘very unimportant’, 2 represents ‘relatively
unimportant’, 3 represents ‘general’, 4 represents ‘more
important’ and 5 represents ‘very important’. Then it takes
the typical creative agribusinesses in China as the research
object, after the field research, this study collects 100 pre-
study questionnaires, then, it analyses the reliability and
validity of the pre-survey data, results show that the
reliability and validity of the pre-survey questionnaire meet
the examination requirements, it can be used for formal
research.

C. Formal survey and

After the pre-survey, this study adds the research object’s
personal and company’s basic information into the pre-
survey questionnaire, then it designs the formal survey
questionnaire and spends more than two months to survey
the typical creative agribusinesses in China, the survey
objects are the directors, managers and owned of the
company. The formal survey collects 397 questionnaires, of
which 49 are invalid, and 348 are valid, the effective rate is
87.7 percent.

IV. RESEARCH RESULTS

A. Test of reliability and validity

1) Test of reliability

This study applies SPSS19.0 to analyze the reliability of
each factor, results show that the Cronbach's Alpha values of
the capability of culture creativity, the capability of
technology innovation, the capability of resources integration
and the growth of creative agribusinesses are 0.718, 0.855,
0.850 and 0.875 respectively, all exceed the ideal level of
0.7. Thus, all the indicators of this study have a good internal
consistency, the reliability of the indicators meet the
requirements.

2) Test of validity

The steps of validity test is as follow, firstly, after the
KMO value test and Bartlett’s test of sphericity, the KMO
test statistics of the capability of culture creativity, the
capability of technology innovation, the capability of
resources integration and the growth of creative agribusiness
are all exceed 0.7, all the questions’ significance level of
Bartlett's test of sphericity are 0.000, therefore, rejecting the null hypothesis of Bartlett’s test of sphericity. Secondly, extracting the factors of the indicators by the method of factor analysis, result shows that the cumulative contribution of the 4 factors is 76.8 percent that can explain most of the variation in the variables. Thirdly, the standardized factor loadings of all the questions are greater than 0.8. The above test results indicate that the questionnaire has good construct validity.

B. Test of each measurement model

The scale applied in this study is designed on the basis of literature review, the development process is strictly compliance with the design requirements of the scale used in economic and management research, and questionnaire passes the test of reliability and validity. However, the novelty of the questionnaire may bring it with the characteristics of immature. Therefore, before the confirmatory factor analysis of each dimension model and correlation testing, it is necessary to examine each factor measurement model of the questionnaire, and analysis whether the questions in each model can form a factor or not. This study applies Lisrel8.70 structural equation modeling analysis software, selects 4 commonly used of model fit index of RMSEA, NNFI, CFI and SRMR to evaluate the fitting degree of the measurement model. The test result of each measurement model show that the fitting degrees of the models of the capability of technology innovation and the growth of creative agribusiness are not ideal, and after the amendment, these 2 models are adopted. The fitting degrees of the models of the capability of culture creativity and the capability of resource integration achieve the requirements, which can be adopted directly.

<table>
<thead>
<tr>
<th>Study on the innovation capability of creative agribusinesses(11 questions)</th>
<th>Innovation capability</th>
<th>Question NO.</th>
<th>Questions</th>
<th>Test results</th>
</tr>
</thead>
<tbody>
<tr>
<td>The capability of culture creativity</td>
<td>B1</td>
<td>Capability of culture integration</td>
<td>Pass</td>
<td></td>
</tr>
<tr>
<td></td>
<td>B2</td>
<td>Capability of culture design</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>B3</td>
<td>Capability of branding</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>B4</td>
<td>Capability of the industrialization of creativity</td>
<td></td>
<td></td>
</tr>
<tr>
<td>The capability of resources utilization</td>
<td>B5</td>
<td>Internal R &amp; D capability</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>B6</td>
<td>Capability of the digestion and absorption</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>B7</td>
<td>Capability to develop product of</td>
<td></td>
<td></td>
</tr>
<tr>
<td>The capability of resources integration</td>
<td>B8</td>
<td>Capability of resources identification</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>B9</td>
<td>Capability of resources</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>B10</td>
<td>Capability of resources</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>B11</td>
<td>Capability of resources utilization</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Study on the growth of the creative agribusinesses (6 questions)</td>
<td>The growth effect</td>
<td>Question</td>
<td>Questions</td>
<td>Test</td>
</tr>
<tr>
<td></td>
<td>C1</td>
<td>Improvement of product design</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>C2</td>
<td>Sales growth</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>C3</td>
<td>Net sales</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>C4</td>
<td>Revenue growth</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>C5</td>
<td>The rate of return on investment</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>C6</td>
<td>Market share</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

After the amendment, 3 questions in the questionnaire are deleted, and the remaining 17 questions are used in the subsequent research, and these 17 questions consist the measure scale of ‘An Empirical Study of the Impact of Innovation Capability on the growth of Creative Agribusinesses’, as shown in the table I.

C. Confirmatory factor analysis

1) Analysis of the fitting index of the innovation capability model of creative agribusinesses

Applying Lisrel8.70 to confirmatory factor analysis the correlations of the 3 capabilities in the dimension of the creative agribusinesses’ innovation capability, the model fitting results are shown in table II.

<table>
<thead>
<tr>
<th>χ²</th>
<th>df</th>
<th>χ² / df</th>
<th>RMSEA</th>
<th>NNFI</th>
<th>CFI</th>
<th>SRMR</th>
</tr>
</thead>
<tbody>
<tr>
<td>142.84</td>
<td>41</td>
<td>3.486</td>
<td>0.086</td>
<td>0.98</td>
<td>0.99</td>
<td>0.035</td>
</tr>
</tbody>
</table>

From table 2, it could be seen that among the model fitting index of the confirmatory factor analysis on the dimensions of the creative agribusinesses’ innovation capability, RMSEA<0.086<0.10, NNFI>0.98, CFI>0.99, SRMR<0.08, the model can be considered as the ideal model. In summary, this study makes a judgment that the model fitting meets the requirements, the model passes the test.

2) Convergent degree test on latent variables of the innovation capability of creative agribusinesses

The path coefficients and residuals between the questions and the factors are known from the coefficient map of standardized path of the confirmatory factor analysis on the creative agribusinesses’ innovation capability, then, this study calculates the average amount of variation extraction on the basis of AVE formula, the results are shown in the table 3.

<table>
<thead>
<tr>
<th>Factors</th>
<th>Questions</th>
<th>Path coefficients</th>
<th>Residuals</th>
<th>AVE</th>
</tr>
</thead>
<tbody>
<tr>
<td>The capability of culture creativity</td>
<td>B1</td>
<td>Capability of culture integration</td>
<td>0.88</td>
<td>0.22</td>
</tr>
<tr>
<td></td>
<td>B2</td>
<td>Capability of culture design</td>
<td>0.80</td>
<td>0.36</td>
</tr>
<tr>
<td></td>
<td>B3</td>
<td>Capability of branding</td>
<td>0.82</td>
<td>0.33</td>
</tr>
<tr>
<td></td>
<td>B4</td>
<td>Capability of the industrialization of creativity</td>
<td>0.95</td>
<td>0.09</td>
</tr>
<tr>
<td>The capability of technology</td>
<td>B5</td>
<td>Internal R &amp; D capability</td>
<td>0.87</td>
<td>0.24</td>
</tr>
</tbody>
</table>

TABLE II. MODEL FITTING RESULTS OF THE CONFIRMATORY FACTOR ANALYSIS ON THE DIMENSIONS OF THE CREATIVE AGRIBUSINESSES’ INNOVATION CAPABILITY

TABLE III. RESULTS OF THE CONFIRMATORY FACTOR ANALYSIS ON THE MODEL OF THE CREATIVE AGRIBUSINESSES’ INNOVATION CAPABILITY
From the AVE values in the table 3, it can be seen that the AVE values of the 3 factors in the dimension of the creative agribusinesses’ innovation capability all exceed 0.50, it means that the convergent degrees are comparatively ideal among the factors.

3) Discriminant validity test of the 3 factors in the dimension of the innovation capability of the creative agribusinesses

From the output of Lisrel, it can be learnt that the correlation coefficients and standard errors of the 3 factors in the dimension of the innovation capability of the creative agribusinesses, then based on the above results, this study calculates the squared value of the correlation coefficients and their 95% confidence interval and the average value of the AVE between every two latent variables, the results are shown in the table IV.

<table>
<thead>
<tr>
<th>Factors</th>
<th>Inspection Index</th>
<th>The capability of culture creativity</th>
<th>The capability of technology innovation</th>
</tr>
</thead>
<tbody>
<tr>
<td>B6</td>
<td>0.82</td>
<td>0.34</td>
<td></td>
</tr>
<tr>
<td>B7</td>
<td>0.64</td>
<td>0.59</td>
<td></td>
</tr>
<tr>
<td>B8</td>
<td>0.77</td>
<td>0.41</td>
<td></td>
</tr>
<tr>
<td>B9</td>
<td>0.85</td>
<td>0.28</td>
<td></td>
</tr>
<tr>
<td>B10</td>
<td>0.83</td>
<td>0.32</td>
<td></td>
</tr>
<tr>
<td>B11</td>
<td>0.59</td>
<td>0.65</td>
<td></td>
</tr>
</tbody>
</table>

It can be learnt from table 4 that there are strong correlations among the 3 factors of the dimension of the creative agribusinesses’ innovation capability, and of which the correlation coefficient between the capability of culture creativity and the capability of technology innovation is 0.79, while the correlation coefficient between the capability of culture creativity and the capability of technology innovation and the correlation coefficient between the capability of technology innovation and the capability of resources integration are both 0.63. Moreover, it can be seen that the 95 percent confidence interval of the correlation coefficients between all the factors are not covered by the range of 1.00. In addition, after the comparison of the average value of the AVE between all factors and their squared values of the correlation coefficients, it can be found that the average values of the AVE between all factors are greater than their squared value of the correlation coefficients. The above two-step analysis shows that there are ideal distinctions between all factors in the dimension of the innovation capability of the creative agribusinesses.

4) Analysis on the correlation between the innovation capability and the growth of creative agribusinesses

After the above analysis, this study applies full model analysis to explore the correlations between 3 factors of capabilities in the dimension of innovation capability and the growth of creative agribusinesses, the model fitting results are shown in table V and the standardized path coefficients of the model are shown in figure 2.

<table>
<thead>
<tr>
<th>χ²</th>
<th>Df</th>
<th>χ²/df</th>
<th>RMSEA</th>
<th>NNFI</th>
<th>CFI</th>
<th>SRMR</th>
</tr>
</thead>
<tbody>
<tr>
<td>492.69</td>
<td>113</td>
<td>4.36</td>
<td>0.098</td>
<td>0.96</td>
<td>0.97</td>
<td>0.070</td>
</tr>
</tbody>
</table>

It can be seen from table 5 that RMSEA=0.098<0.10, NNFI=0.96>0.90, CFI=0.97>0.90, SRMR=0.070<0.08, based on the fitting results, it can be judged that the model is an ideal model, and it passes the test.

Figure 2. Coefficient map of the model’s standardized path of the correlation between the dimension of innovation capability and the growth of creative agribusinesses.

It can be learned from figure 2 that the coefficients of the standardized path of the correlation between the capability of culture creativity, the capability of technology innovation, the capability of resources integration and the growth of creative agribusinesses are 0.19, 0.36 and 0.34 respectively. In the t test results of the model, the t values of
the coefficients of the standardized path of the correlation between the capability of culture creativity, the capability of technology innovation, the capability of resource integration and the growth of creative agribusiness are 2.31, 5.65 and 4.00 respectively, which are all greater than 1.96, and achieve 95 percent significance level.

Based on the above analysis, it can be judged that the capability of culture creativity, the capability of technology innovation and the capability of resource integration have a significant and positive impact on the growth of the creative agribusiness, the hypothesizes of H1, H2 and H3 have passed the test.

V. ANALYSIS AND DISCUSSION

(1) There is a positive correlation between the capability of culture creativity and the growth of creative agribusinesses

It is shown in the empirical study that the capability of culture creativity has a significant and positive impact on the growth of the creative agribusinesses, hypothesis of H1 is supported. Culture creativity is regarded as the core of knowledge economics, it is the source of power to promote the development of creative economics. As to creative agribusinesses, the capability of culture creativity is an important part of its innovation capability, the meaning of the products of creative agribusiness would be significantly improved after the embedding of the elements of culture creativity, meantime, the existing and potential consumers’ desire of consumption are stimulated, thus, promoting the growing of market demand and the continued increasing of sales, and help the enterprises to get considerable economic returns, the above point of view fully reflects that the research of the capability of culture creativity have a positive effect on the growth of creative agribusiness is consistent with the facts. In addition, the related researches of Howkins, Landry Florida are also verified.

(2) There is a positive correlation between the capability of technology innovation and the growth of creative agribusinesses

It is shown in the empirical study that the capability of technology innovation has a significant and positive impact on the growth of the creative agribusinesses, hypothesis of H2 is supported. The correlation of technology innovation and the growth of enterprises have been proved by many scholars, the researches of Hamilton, Hsieh and Gao can effectively support these views. And the correlation between the capability of technology innovation and the growth of creative agribusiness are reflected in the researches of Li and Jin. The hypothesis of the correlation between the capability of technology innovation and the growth of creative agribusinesses in this study is not only supported by the above literature, but also verified by the empirical, which has shown that the capability has played a crucial role for the growth of creative agribusinesses. Moreover, empirical study shows that the capability of technology innovation has the greatest impact on the growth of creative agribusinesses.

(3) There is a positive correlation between the capability of resources integration and the growth of creative agribusinesses

It is shown in the empirical study that the capability of resources integration has a significant and positive impact on the growth of the creative agribusiness, hypothesis of H3 is supported, meantime, the standpoints of Patel, Teece and Brush have been proved. Since the 1990s, the endless competition has forced companies to continuous reconstructing its resource to be adapting with the external environment. And the resources can be either from the external and internal. Companies need to integrate resources through a certain process. Companies can enhance their various dynamic capabilities by the integration of resources, and these capabilities ensure the improvement of their performance and promote the growth of the enterprises. Therefore, the integration process of resource is extremely important for the enterprises. However, the resources integration have certain timeliness, they can only bring good performance in a certain period, and with the development of the enterprises and the change of external environment, these resources will gradually depleted or failure. Hence, companies must develop a unique ability which should be long-lasting and can bring a sustainable competitive advantage for the companies, such ability is called resources integration.

VI. SUGGESTIONS

A. Enhance the capability of culture creativity effectively

Based on the results of empirical research, this study puts forward some possible ways for the creative agribusinesses to enhance their capability of culture creativity. Firstly, create a good environment for creativity. It is necessary for the creative agribusinesses to improve the decoration of the office and increase cultural elements in the company, which is helpful to the inspiration of new ideas and inventions, thus promoting the development of the company. Secondly, cooperate with universities to cultivate the talents of creative agriculture. Academic education is the main way to cultivate the talents of creative agriculture, and the universities are the important institution to cultivate these talents. Nowadays, with the rapid enhancement of
cultural industry in China, many universities have set up the major of culture industry management. The creative agribusinesses can cooperate with these universities, providing the funds for the universities to cultivate artistic talent, design planning personnel, technical personnel and management personnel which are indispensable to the development of creative agriculture. Thirdly, strengthen the ability to develop culture resources of agriculture. Deeply study the theory of the development of agricultural culture and strictly in accordance with the development procedures are the possible way to advance such ability.

B. Develop the capability of technology innovation

In order to develop the capability of technology innovation, it is necessary for the creative agribusinesses to make full use of the internal and external resources. Firstly, establish relations of cooperation with universities, trying to construct the technological research network of creative agriculture. The research and development of creative agriculture’s technology is highly dependent on basic research, enterprises can cooperate with the domestic universities and research institutions and take full advantage of their research findings, meantime, exploiting the enterprises’ advantages in applied research and experimental development research to develop the cutting-edge technology of creative agriculture. Secondly, raise the research capability of the creative agribusiness. The optimization of the members’ configuration, provide of professional training and development of effective incentive policies are the impactful ways for the creative agribusinesses to advance their research capabilities. Thirdly, improve the research flexibility of the technology. The development process of the technology for creative agriculture is filled with the unpredictable difficulties, each stage of the research has a risk of failure that may bring enormous losses. In order to deal with the high degree of uncertainty and the internal and external changes, the creative agribusinesses should pay close attention to the progress of the R & D projects, and try to improve the flexibility of research and development of technology.

C. Continue to strengthen the capability of integration resources

The capability of resources integration is essential to the improvement of innovation capability, in order to strengthen the innovation capability and promote the growth of company, the creative agribusinesses should focus their attention on all aspects of resources integration. Firstly, establish the resource identification system, and analyze and determine the resources required for business innovation comprehensively, then identify valuable, rare, inimitable and irreplaceable resource. Secondly, the enterprises should timely access to the resources which have been identified, these resources are necessary for the innovation of the companies and would be beneficial to the development of the capability of resources integration, in addition, the core competencies and dynamic capability of the company are developed at the same time. Thirdly, the allocation of resources is the most important step during the process of integration, hence, after the access of the resources, the creative agribusinesses should match them effectively in accordance with its internal and external environment, and then try to make them to bring efficiency and output for the company. Fourthly, the use of resources is the ultimate goal of the resources integration, consequently, the creative agribusinesses should continuous enhancing the efficiency of resources usage to promote the growth of company.

REFERENCES


