Development of inter-company cooperation of high-tech companies in the context of global digitalization

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Abstract

Subject/topic. This article discusses the prospects for adapting the experience of developing inter-company cooperation of high-tech companies to the conditions for introducing digital technologies. The article discusses the experience of Samsung Electronics Corporation in the development of intercompany cooperation in the framework of building an innovative ecosystem. Creative-Labis is presented as an example of building a cooperative ecosystem, and Samsung NEXT is presented as an example of a representative affiliate support program in a company. ***Goals/objectives.*** The purpose of the article is to determine the prospects for adapting the development experience of inter-company cooperation of high-tech companies to the conditions for the introduction of digital technologies. The research methodology was made by such research methods as systematization and generalization, analytical and structural-logical, graphic. ***Results.*** The article determines that transnational high-tech corporations and start-ups are starting to cooperate more and more with each year and this trend is spreading rapidly around the world. It was revealed that many corporations are investing in startups today, but especially recently such corporations as Apple, Facebook, Google, Intel, Microsoft, Salesforce and others. It was also revealed a pattern according to which, the more the corporation interacts with startups, the its market position is better and its performance indicators are more effective. ***Conclusions/relevance.*** Corporations are now becoming one of the main startup investors. So, in the world there are many examples of successful interaction between startups and TNCs. This study can help managers participating in a joint innovation project with partner companies to minimize organizational conflicts and lead innovation more successfully.

Keywords: *open innovation, high-tech companies, startups, digital technologies, intercompany cooperation*

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