

FAKTOR UTAMA KEUPAYAAN INOVASI SYARIKAT MILIK RAKYAT MALAYSIA: ANALISIS KEPENTINGAN-KEBERKESANAN

(Innovation Capability Main Factors of Malaysian-owned Companies:
Importance-Effectiveness Analysis)

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ABSTRAK

Kajian ini mengukur tanggapan syarikat milik rakyat Malaysia terhadap kepentingan dan keberkesanan faktor inovasi dalam meningkatkan keupayaan inovasi syarikat mereka. Faktor keupayaan inovasi yang dikaji terdiri daripada faktor Polisi (PO), Pembiayaan (FF), Sumber Manusia (HR) dan Fasiliti (FC) pada setiap proses inovasi, iaitu Penjanaan Idea (P1), Reka Bentuk (P2), Prototaip (P3), Pembangunan (P4) dan Pemasaran (P5). Menggunakan Analisis Kepentingan dan Keberkesanan (AKK), min bagi setiap faktor inovasi dihitung dan diplotkan ke dalam grid AKK yang terdiri daripada empat kuadran. Kuadran I dinamai "Kekalkan Keberkesanan", Kuadran II "Berlebihan", Kuadran III "Tumpuan Rendah" dan Kuadran IV "Tumpuan Utama". Faktor inovasi yang perlu diberi Tumpuan Utama (Kuadran IV) adalah faktor P1_FC, P3_FC, P4_FC dan P1_HR bagi syarikat bersaiz kecil, faktor P2_PO dan P2_FF dalam syarikat bersaiz sederhana, manakala bagi syarikat bersaiz besar adalah faktor P2_FC, P4_FC, P1_HR, P4_HR dan P4_FF. Hasil dapatan AKK membantu pihak pengurusan syarikat menentukan strategi seterusnya bagi meningkatkan keupayaan inovasi syarikat dengan memfokuskan sumber dan tenaga syarikat kepada faktor-faktor inovasi yang penting tetapi dilaksanakan secara kurang berkesan.

Kata kunci: keupayaan inovasi; polisi; pembiayaan; sumber manusia; fasiliti; analisis kepentingan-keberkesanan

ABSTRACT

This study examines responses of the Malaysian-owned companies on the importance and the effectiveness of the innovation factors in enhancing the companies' innovation capability. Innovation capability factors studied were Policy (PO), Financing (FF), Human Resources (HR) and Facilities (FC) in each innovation process of Idea Generation (P1), Design (P2), Prototype (P3), Development (P4) and Marketing (P5). Using Importance-Effectiveness Analysis (IEA), the mean of each innovation factors were calculated and plotted into the IEA Grid of four quadrants. Quadrant I is named "Maintain Effectiveness", Quadrant II "Overkilled", Quadrant III "Low Focus" and Quadrant IV "Main Focus". Main focus should be given to P1_FC, P3_FC, P4_FC and P1_HR factors for small-sized companies, P2_PO and P2_FF factors in medium-sized companies, and P2_FC, P4_FC, P1_HR, P4_HR and P4_FF factors for large-sized companies. Results of the IEA analysis will assist the management of the Malaysian-owned companies in determining the subsequent actions in enhancing the innovation capabilities of the company by directing the company's resources and energy towards innovation factors that are important but least effectively implemented.

Keywords: innovation capability; policy; financing; human resource; facility; importance-effectiveness analysis

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