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A Study on the Impact of Corporate Social Capital and Dynamic Capability on the Growth of China AI Startups

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Candidate: Hongyu CUI

Supervisor: Yushun FAN,

Horacio ORTIZ

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ABSTRACT

Artificial intelligence belongs to general-purpose technology and has a wide range of applications. The development of AI technology and AI enterprises, through deep integration with the real economy, not only creates new social productivity but also activates the development potential of existing social productivity. However, the current complex and dynamic environment has led to fierce competition among enterprises, especially for Chinese AI startups with homogeneous capabilities, making the competition even more intense. Therefore, it is crucial to explore how to gain competitive advantages and promote the growth of these AI startups for the development and activation of social productivity. The "resource value view" and "core competence view" cannot fully explain the growth of such startups.

Research has found that corporate social capital is viewed as a special resource and capability for enterprise development, and dynamic capability is a key factor in establishing persistent competitive advantages for enterprises, especially growing enterprises. Therefore, this paper takes Chinese AI startups as the research object, aiming to construct a relationship model between corporate social capital and team capital, dynamic capability, and enterprise growth, explore the impact of different dimensions of corporate social capital on enterprise growth and improving dynamic capabilities, and study the mediating role of dynamic capabilities between corporate social capital and startup growth. The main content and innovations of this study are as follows:

1）Based on existing literature, hypotheses on the impact of corporate social capital, team social capital, and dynamic capability on enterprise growth were proposed, and a theoretical model of corporate social capital, team social capital, dynamic capability, and enterprise growth was proposed. Then, a questionnaire was designed based on the hypotheses, and the results were collected and analyzed using SPSS and Amos for reliability analysis, validity analysis, exploratory factor analysis, correlation analysis, and path analysis. The results confirmed the reliability and validity of the theoretical model and verified the impact of different concepts on enterprise growth, enriching the study of the mechanism of enterprise growth in emerging industries such as AI.

2）It was verified that structural corporate social capital and team social capital have a significant positive correlation with enterprise growth, whether through their direct impact on enterprise growth or through dynamic capabilities as intermediaries. The empirical analysis

results showed that both have a significant positive impact on enterprise growth in Chinese AI startups.

3）It was verified that relational corporate social capital and cognitive corporate social capital do not have a direct positive correlation with enterprise growth. The empirical results showed that in AI startups, relational corporate social capital and cognitive corporate social capital do not have a direct impact on enterprise growth but can indirectly influence enterprise growth through the two dimensions of dynamic capability, "resource integration ability" and "environmental awareness ability."

4）It was verified that enterprise dynamic capability plays a mediating role in the relationship between social capital and enterprise growth. Regression analysis and path analysis found that corporate social capital and team capital of AI startups can have a positive impact on enterprise growth through dynamic capability as intermediaries.

5）A typical AI startup case was used to further validate and confirm the theoretical model and empirical results mentioned above.

Key Words: enterprise growth, corporate social capital, team social capital, dynamic capability, artificial intelligence startups

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