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Intellectual Capital Innovation of Small and Micro Enterprises from the Angle of Force Contribution to Regional Innovation Research in Jiangsu Province of China

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Abstract:

According to the theory of intellectual capital, the regional innovation theory, research factor out core of intellectual capital and innovation connected with regional innovation environment of logic. Jiangsu small and micro enterprise data design indices and indicators measuring small and micro enterprise intellectual capital innovation's contribution to regional innovation and value. Analysis showed that, single small micro-enterprise of intelligence capital innovation force on regional innovation effect low, and small micro-"group" of intelligence capital innovation force in regional innovation atmosphere effect high with integral force knowledge and technology innovation, organization within innovation of produced and continued vital; environment innovation force is need which relies on small micro-"group" of organization capital that can be filled by using regional resources endowment collaborative organization outside innovation support to common contributed too.

Keywords: Innovative regional innovation; small business intellectual capital; small and micro enterprises

1. Introduction

Small and micro enterprises¹Micro-cut into the business environment and convenient mode completely overturned the traditional "Schumpeter's disruptive innovation", the world economy become an important booster which successfully occupied a "place" in the global market segment; its content, structure, order, "modulation" coding successfully by intellectual capital "activation". About intellectual capital to create business opportunities, and even regional interpretation of the pattern of difference sequence, this article attempts to explore conditions under the premise of innovation in enterprises outside the Organization, small and micro enterprise intellectual capital relation between innovation and contribution of regional innovation environment.

2. Theoretical Analysis and Parameter

2.1. Theoretical Analysis

Small and micro enterprises, is one of the SMEs, industry features Enterprise employees, total operating income, assets and other indicators to be. In reality, due to the small and micro enterprises in various forms, business income, the number of staff vary, so far from the standard there is no laws and regulations which strictly defined, explained, according to form, technology use is inadequate. As reflecting the country's economic signals sensitive cells, currently the size of small and micro enterprises have nearly 5000 million, the data comes from 2014 years issued by the State administration for industry and Commerce authority of the national micro-enterprise development report data, total small business 1169.87 Million households accounting for the total number of 76.57%, and also does not contain 4436.29 million individual industrial and commercial households (although can be considered small and micro enterprises). They generally show following "city, State": elite, special features, fill a gap in the market, self-employment, and other, comparable to the overall living environment and medium to large enterprises, their general funds, low efficiency, management,

¹Small business refers to the small enterprises, micro-enterprises and cottage enterprises, individual businesses, such as collectively. (The People's Republic of China small and medium enterprises promotion law and the opinions of the State Council on further promoting the development of small and medium enterprises ([2009]36) defines).

modernization and Information (generally less than 3%), practical features such as ability to resist risks. However small and micro enterprises are still to get around a lot of employment and nearly two-thirds of income tax, became rich in national economies, perfecting the market structure, adding regional characteristics and other aspects important for market forces.

Research on intellectual capital, abundant achievements both at home and abroad (Skandia^[1],1994; Brooking A^[2].1996; Brennan N^[3],2000; Zhang Wei^[4],2007), Such as books. It's a proliferation of capital or the value of the portfolio. With the wealth of intellectual capital and extending gradually content covering the intellectual capital and innovation capital, organizational capital, structural capital, social capital, and so on, they are interrelated and independent of each other, become new interpretation of capital value in the era of knowledge economy, bringing corporate innovation of technology and management services, as well as regional, State-level key protective resources. Innovation^[5] is the shortened expression of innovation capacity, is a source of creative activity and enterprise value. Back in hawing on balance Super filling in odd records: "Confucius ' records for the spring and Autumn Annals, and its legislative idea, praise and rewards to punish, no longer by history of journalists, Miao to think out of the chest. Intellectual capital and innovation, and is intended for enterprise from the innovation of theory to practice cultivation, that is able to add value to the enterprise, improve competitiveness of dynamic knowledge assets, creativity, innovation and value.

Regional innovation, by definition, areas for sustainable development which are needed to provide to enterprises, organizations, individuals and other innovation support policies, conditions and so on, for innovative sustainability activities to create a social atmosphere. The regional innovation and the regional innovation system (RIS) there relationship is close, but it focuses on in innovation aspects produced of social "effect", that include regional knowledge, In technical changes innovation and the non-technical changes of organization innovation (organization within environment) also include regional from policy, and conditions release (as facilities, and environment), level (organization outside environment) give us support or guarantees and manufacturing of innovation atmosphere. So far, its definition has not been very strong, unifying concept. United States, United Kingdom and Canada has enabled the regional innovation indices to measure knowledge of production, application delivery, and linkages between the process and the regional innovation level, European and US stock markets also have a concept of the "global innovation index" (Grant m^[6], 1997; Edvinsson L.^[7],1996; Bontis, n^[8], 2001), the authors believe that but the atmosphere is different from it and innovation. Regional innovation indices focus more on regional innovation level, while the innovation climate stresses innovation arising from the activities of a regional model and leads to action effect. Therefore, the author reflected the following matrix was established, as can be seen in the relationship between innovation and the innovation index (see figure1).

Includes four quadrants, in which

- i. Quadrant mean popularity of regional innovation and innovation is very high but less internal and external environmental obstacles;
- ii. Quadrant as the world famous "Tesla" electric car technology innovation leader, but that doesn't mean the region has a corresponding effect on the environment, at least for technical environmental barriers need to be addressed;
- iii. Quadrant reflects more the characteristics of developing countries, wealth effects lead to innovation and due to reasons such as lack of knowledge lead to breakthrough innovations in real terms;
- iv. Quadrant there is no need to explain. At present, the policy aspects provide all entrepreneurial boom atmosphere, visible, analysis of the realities of small business innovation research value to regional effect is formed.

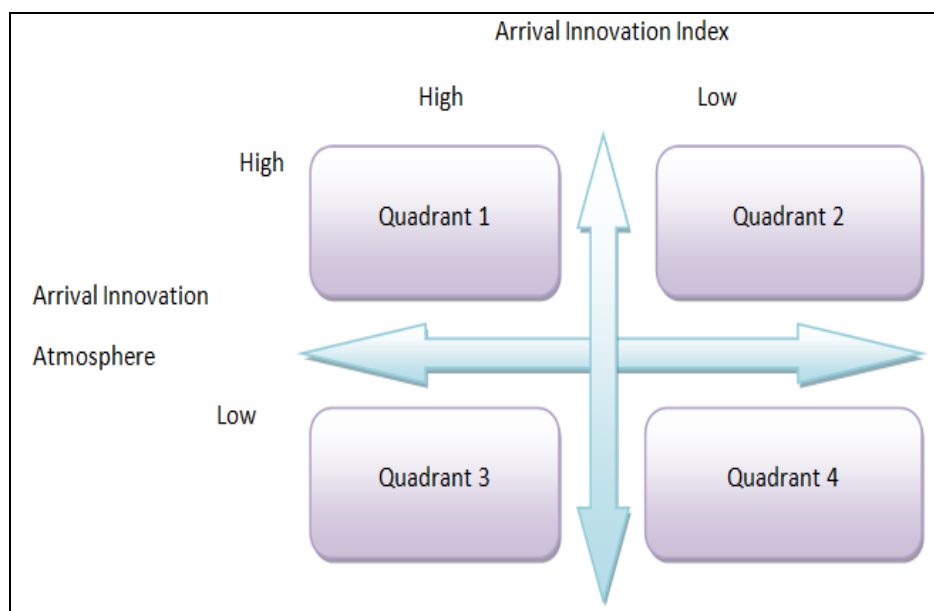


Figure 1: Innovation index and innovation Atmosphere diagrams

2.2. Variables Determine

This paper deals with two different ranges of systems: one is the intellectual capital innovation system and the other one is regional innovation system. Because of this determination of organization innovation is constant under certain condition, intellectual capital and innovation contribution to regional innovation referring to the former on the latter's effectiveness and impact so the latter is variable; the former is proposed for the explanatory variables. Due to system index expressions, complex and trivial content, there will be two variables as indicators of the system decomposed for collation and analysis.

(1) *Are explanatory variables:* According to theoretical analysis and to draw upon the intellectual capital measurement results (Wang, 2002^[9]; HouFenghua^[10], 2007) when combined with innovative research (yanhuahai^[11], 2004; Sun Linjie^[12], 2007) they also tries to include regional innovation climate from knowledge systems, technical systems, environmental systems into knowledge innovation, environmental innovation, technology innovation. Among them, ① regional knowledge innovation refers to knowledge as the regional accumulation, transfer and sharing of intellectual capital, carrying knowledge input and output for products or services, researchers available size, technology funding for regional GDP share, up to the number of college graduates, the number of public libraries; ② Technology innovation from the regional science and technology innovation to achieve greater, faster development, which includes the proportion of value added of high-tech industries, technological innovation funds, number of patents, R&D funding proportion, proportion of practitioners and technology exports; ③ Regional environmental innovation, mainly reflects the atmosphere of regional support for innovation and effectiveness. Available environmental innovation indicators such as per capita GDP, investment in science and technology, accounts for revenue share, high-tech industrial output value, education operating expenses as a percentage revenue measure. These groups reflect the development of regional innovation capacity factors which totally change the direction and regional socio-economic phenomenon; dynamic monitoring of developments in different areas and changes in the industrial structure.

(2) *Explanatory variable:* Enterprise Innovation force has more system and variety capital common role of precision product, throughout enterprise of strategy thought and behavior implementation involved Enterprise innovation policy by using enterprise resources innovation, intelligence capital form and structure, creative innovation products of hinder or threshold, innovation financing, products business mode, technology innovation sex, regional resources can be continued using sex, regional innovation atmosphere and industry innovation degrees, aspects. It connected with the connotation of innovation capital.

According to BaoBuyun^[13] (2009) Cao Hongjun^[14] (2009) definition of innovative capital refers to the ability to innovate, protection of commercial rights, intellectual property, used to develop and accelerate new product, new service listed intangible assets and abilities, is condensed through innovation and investment in innovation is the updated development concept of innovation, innovative knowledge, skills, innovation environment and quality combined. In essence, it was able to bring excess value, is to enhance the competitiveness of enterprises a new form of intangible assets, to continuously improve the quality of products and services, new content for consumers, so as to constantly enhance their brand value. As an organic whole innovation system, innovation capital mainly consists of technological innovation capital and system innovation, management innovation capital and market capital.

Visible intellectual capital as a factor of the knowledge economy is the accumulation of knowledge, share, transfer process and the role of the main capital shows capital innovation of enterprise penetration and thickness. At the earliest measure of capital innovation of Sweden Skandia established by the company's balance sheet in which innovations include five aspects of intellectual capital that is financial, customer, process, update and development of human resources. Among them the customer parts set 27 segment, indicators reflect the 5 aspects of content; type of customer, customer loyalty, customer support, customer success and customer roles. Updates and developments partly reflected on the basis of the future development of enterprises, 61 subdivide the content of indicators to measure the following: customers, market appeal, products and services, infrastructure, staff and strategic partners. But in china these characterization indicators lie in small and micro enterprises. They are widely distributed and individuals were significantly different. Therein medium enterprise faced a lot of trouble due to external development environment elements are limited. For example: lack of funds, focused on front interests, weak marketing force, lack of skill human resources, low efficiency, no proper system, lack of concentrate, employees lack incentive, no core products, poor force, belongs to "five not full" economic organization. Therefore, it is not important to discuss about their management, technical and system innovation capital. But nearly 5000 million large-scale micro-enterprises on the regional innovation and development's influence should not be underestimated. Therefore, the reference is to design idea and reality which includes three indicators that are; will their innovations into human capital, organizational capital and customer capital (capital or capital clients).

Index: 1 Human capital, with a certain educational background, employment history, experience, expertise, skill and competence to the development needs of the related personnel and training. (Catherine Wang^[15], 2004) for small and micro enterprises, personnel structure and accumulation of knowledge results measurement indicators specific to: personnel, innovative products (including creative, technology and product innovation, creativity and cultivate).

Index: 2 Organization capitals, first proposed by Marshall, a well-known economist (Marshall) he thinks capital to a considerable extent in the knowledge, organizational and enterprise organizations due to non-material should be added to the factors of production "business organization". It represents the enterprise and their ability of various inputs into the final value, which is owned by, even if members leave, the Organization's knowledge assets still remains, whose value lies in bringing together enterprise resource and enterprise resources in the process of achieving the strategic goals will be effectively used. Mohan^[16] (2005) and Gatignon h.^[17] (2004) consolidated the organizational capital, that information about the employee and task characteristics are an asset to the vendor, a collection of companies with employee personal information, community information, and enterprise software such as design, creative, brand and unique internal systems with close-dependence. It is enterprise investment to various official and informal

relationship that are formed on the base of its capital and rely on specific organization and social contacts mode and through long-term organization learning and work practice accumulated, exists to individual, team and organization, enterprise employees commonly created through organization shared knowledge (technology knowledge, and management knowledge), Skills and values (Cain Yue Chau^[18],2012).

Index: 3 Customer Capitals; refers to the institutional relationship between the enterprise and business values, customers and enterprises the possibility of maintaining a business relationship. Generally, the customer capital is formed on the base of a customer background, marketing, corporate reputation, service and customer loyalty, they reflect the dynamic process.

2.3. Research hypotheses

Based on the variable relationships, the following hypothesis can be made.

H₁: Human capital is small and micro enterprise intellectual capital innovation of "live" carrier, the higher degree of intellectual content, is better able to reflect the regional formation of small micro-enterprise community which supports business innovation level and in result indicators are positive.

H₂: Intellectual capital and organizational capital are small and micro enterprises rely on platform for innovation which impact on regional innovation, depends on its positive effect on community and regional.

H₃: The customer is low and micro enterprises innovative sources of capital, its position is high, "capital" stronger, to enterprises the regional innovation and innovation to promote stronger with significant positive effects.

3. Data description

Empirical data is divided into two parts, the part for small and micro businesses, due to internal indicators statistics database is incomplete or missing, and very difficult to collect, so using empirical sampling to complete regional innovation data that are mainly based on the high-tech industry in China Statistical Yearbook (2013) Collection.

In Survey data section, We had randomly taken the General levels of small and micro enterprises in Jiangsu area to conduct research which includes liyang, around Nanjing, Changshu, gaoyou, Yangzhou, Zhenjiang, Nantong and other empirical sampling of 132 Small and micro businesses, Industries that are covering; communication, automation, design, network services, services/Processing, software development and animation production services, information technology, cultural and creative, they have set up more than 1.5 Years, the maximum has been reached 3.8 Years, in the peer's per capita market value in relative performance, most living in the upper level. Because of the secret racy of data, here we only provide according to the size of small and micro enterprises in China, (1~60 peoples) types of sample that are shown in table 1.

Industry	Research volume and number of enterprise(s)	Domains								
		Liyang	Nanjing and the surrounding	Yangzhou	Zhenjiang	Changshu	Gaoyou	Nantong	Taizhou	
Communication technology	Amount of research	1	3	2	1	1		2	1	
	The number	11~32	25~57	19~38	23	36		31~45	17	
Advertising/Planning	Amount of research	2	3	2	1	3	2	2	3	
	The number	6-9	12~26	11~19	14	17~28	13~24	15~25	15~28	
Automation design	Amount of research		4	1		1	1	1		
	The number		9~45	22		26	21	34		
The cultural and creative	Amount of research	1	3	2	1	2	1	2	1	
	The number	16	13~24	7~32	11	16~25	14	8~25	9	
Service/Processing	Amount of research	2	3	4	3	6	3	5	2	
	The number	22-60	17~52	32~60	24~58	35~57	14~53	30~55	29~52	
Information technology	Amount of research	1	5	1	1	2	1		1	
	The number	3-19	15~56	21	18	21~35	40		33	
Breeding services	Amount of research		1	1	1		1		1	
	The number		3~8	16	9		15		12	
Animation production/Software development	Amount of research		6	2	1	1		2		
	The number		10~36	20~37	26	20		18~30		
Network services	Amount of research	2	8	3	1	2	3	4	2	
	The number	21~53	5~44	12~50	31	10~41	8~35	3~36	12~28	
Regional enterprises combined		9	36	18	10	18	12	18	11	
Total Meter					132					

Table 1

Mainly by using the numerical 5 Class Likert Scale (Except for the direct expression of data indicators) we design questionnaire. Selection reasons is that the volume table in social sciences survey is simple, reliable and applies surface wide, on subjective value judge problem can measurement degree difference, and not involved right and errors of nature judge, regardless of is on problem of equidistant assigned value or degree assigned value, not only carry out arbitrary of subjectivity, it contains child items of points items index which also can achieved and in volume table total of correlation analysis used to reached volume table of internal consistency guidelines. This questionnaire covers the structured format and options, the assignment based on progressively

from the positive increase in the degree, which can be expressed as a very poor, poor, fair, good, very good, the sequential assignment is 1, 2, 3, 4 and 5 Scores. Addition, in order to get the research results more ideal level, we can reduce the survey object as it has a concept of partial error, sets the directional problem and consistency by detailed description than understand and there should be no ambiguity. Generally, in research implementation, quality of control reflected in two aspects; always by after training and research personnel questionnaire completed, defined Questions and answers and verification, aspects always caliber consistent, avoid different scale measure same problem. If there is a big difference, investigator should record and submit it to research group, then the key members of the research group will identify it after a comprehensive evaluation of their respective rights, and values. But the actual survey, because of the long investigation time and unscheduled, the sample itself on development outcomes objective differences even respondents sometimes answer questions in reverse, reverse-question scores will inevitably be errors. Investigation and research effective questionnaires of 132, in result 21 questionnaires are invalid, effective recovery of 84.09%.

4. Statistical analysis

4.1. The correlation analysis

First determine the data reliability. Run Eviews5 to get Bartlett sphericity test values for 893.6, KMO 0.865, Cronbach α Value are up to 0.8. Obviously, reliability and validity of data with high reliability support the establishment of causality. Eviews5 operation the basic statistic results are shown in table 2.

Second, the observed variables mean value, standard deviation and correlation coefficients.

	Mean	S.D	Cronbach α	Regional knowledge innovation	Regional technology innovation ability	Regional environmental innovation	Human capital	Customer capital	Organization Capital
Regional knowledge innovation	0.11	0.15							
Regional technology innovation ability	0.23	0.12		0.239*					
Regional environmental innovation	19.09	0.08		0.087*	0.262**				
Human capital	21.60	5.11	0.939	0.481**	0.289**	0.210*			
Customer capital	26.09	4.27	0.958	0.396**	0.219**	0.158*	0.193**		
Organization capital	45.15	6.63	0.870	0.151**	0.287**	0.289*	0.174**	0.143**	

Table 2: basic statistic results (Alpha value and the Pearson correlation coefficient)

Table 2 Shows the sample reflects the value of regional knowledge innovation is only average 11.01% and a standard deviation of 15.42% that these enterprises' regional knowledge innovation, although there are some differences, but not very obvious and averages of regional technology innovation 23.32%, The standard deviation is 12.39% and sample regional environmental innovations for enterprise corresponds 19.09% 0.08%, That is say, 1/5 Small and micro businesses have an impact on the environment, but the gap between enterprise is not remaining operational forms as marketing, business, design, low impact on the environment. From the perspective of relevance, human capital and regional knowledge innovation, technology innovation, regional environmental innovation is positively related to human capital; customer capital also related to organizational capital, capital shows them as elements of intellectual capital and regional innovation environment interactions.

4.2 Effect test of Inside and Outside the Organization

If you follow the sample of intellectual capital and innovation research feedback on the extent of influence of regional innovation can be divided into three different levels, the statistical test results such as a table 3 as shown in.

Influence on regional innovation	F Test values	T Test values
Only organization innovation	0.73	2.55**
Inside and outside the Organization innovation	0.59	6.04***
Just outside the Organization innovation	0.61	2.26***

Table 3: sample corporate influence on regional innovation environment test

Note: **, and *** respectively, 5%, and 1% significantly.

FIinspection instructions, influence on regional innovation there is no obvious differences between the research enterprise, *T*- Test on the same variance conditions, namely business innovation through5%Inspection, both inside and outside the organization with innovation and organization innovation1%. Through testing, means organization of innovation within enterprises and other significant differences between them.

4.3. Index of Factor

Run a principal component analysis, reflected in table4Rotated factor loadings table, showing cumulative contribution of each factor that is above 60%.

Study on the Variable	Measurement options	Factor loadings					
		<i>F</i> ₁	<i>F</i> ₂	<i>F</i> ₃	<i>F</i> ₄	<i>F</i> ₅	<i>F</i> ₆
People Force Funding This	University professionals and above	0.975					
	Staff working time	0.965					
	The industry experienced professionals	0.954					
	Comprehensive evaluation of enterprise employees ' benefits	0.918					
	Enjoy specialty training staff 60% more than Work time	0.903					
		0.864					
	Initial creative \ innovation \ technology innovation capacity evaluation	0.807					
	Innovation of management services	0.701					
Group Weaving Funding This	Highly confidential information outside your organization		0.923				
	Employee responsibilities clearly		0.915				
	System management specification		0.857				
	Sector coordination		0.849				
	Enterprise Knowledge sharing and staff training plan		0.764				
	Interact with the community a good relationship		0.743				
	Organize local industry brand awareness		0.728				
	Continuous development of technical cooperation with scientific research institutions		0.697				
Guest Funding This	Make full use of the new network platform to build marketing channels			0.941			
	Internal and external customer ratio or loyalty			0.813			
	Back to customer ratio			0.809			
	Enterprise Services capabilities			0.752			
	Reputation of the community feedback			0.738			
	Customers with an average annual ratio of complaints per cent of the total number of customers			0.712			
	For customers to launch new services and training costs			0.707			
Partners provide customer training and services as a proportion of the			0.694				
Regional Knowing General Create New Force	Regional scientific research personnel scale				0.958		
	Science and technology funding for regional GDP share of				0.875		
	College graduates				0.869		
	Public library				0.848		
	Regional knowledge-sharing platform availability				0.839		
	Region share knowledge level of costs				0.798		
	Government programmes for regional expertise training platform				0.774		
Regional environment Innovation	Innovation and market value					0.926	
	Compared to other regions, the disposable income per capita					0.841	
	Regional proportion of gross output value of high-tech industrial output value accounted for					0.813	
	Regional advantages of new technology resources					0.802	
	Regional education accounts for fiscal income level					0.748	
	Regional innovation and cooperation					0.752	
	Regional innovative technology and product output rate					0.698	
Regional technology Innovation	Value added of high-tech industries						0.917
	Proportion of technical renovation funds						0.865
	Number of patent applications						0.819
	R&DProportion of funds						0.806
	Proportion of practitioners						0.735
	Technology product exports						0.690

Table 4

4.4. Model

RunEview 5Get (the following table5) a multiple regression model.

	Model 1: Regional knowledge innovation		Model 2: Regional technology innovation ability		Model 3: Regional environmental innovation	
	Coefficient	Prob.	Coefficient	Prob.	Coefficient	Prob.
C (the constant term)	-0.315875	0.0000	-0.514923	0.0003	-0.765854	0.00410
Human capital	0.042549	0.0001	0.023518	0.0571	0.274130	0.0097
Organization capital	0.031864	0.0017	0.016102	0.0006	0.228546	0.0709
Customer capital	0.001263	0.0030	0.009741	0.0002	0.0084152	0.0006
Adj-R ²	0.8614258		0.7614392		0.738759	
Prob(F-stat)	0.000000		0.000005		0.003285	
D-W stat	1.8988457		1.9685214		2.001147	

Table 5

* $p < .05$ ** $p < .01$ *** $p < .001$

1. Human capital, customer capital and organizational capital model significantly affect regional knowledge innovation, regional technology innovation and regional environmental innovation, intellectual capital covers an important factor of regional knowledge and technical innovations have significantly positive effects, first is the innovation apparent in the Organization, and to participate in the community effect also confirmed the hypothesis1、2、3 Human capital and organizational capital. Model3impact clearly exceedsModel1andModel2, and there is no difference in customer capital. This indicates that small and micro enterprises as businesses "small minority", although more decentralized, regional innovation environment of limited effectiveness, but small "group" formed by regional innovation should not be underestimated. Table4also shows that formed outside the Organization innovation and innovative contribution to the regional innovation environment differences within the organization.

2. factors not around to existing results, D. W2.0014that investigation model, and all return to thevalue of 1% Level significantly different from0; different based on table4, indicating differences inside and outside the Organization innovation of regional innovation environment are different.

3. found a paradox between theory and practice, embodiment of customer capital is enterprise value and performance analysis showed that the model of customer capital is not very significant, but indirect effects of related factors showed significant meaning. Suggesting customer capital due to indirect effects contributed to reproduce the level of innovation of enterprises. Which innovation do you want indirectly by getting from customer feedbacks to improve regional innovation environment, to continue to study, but the common result shown to organizations within and outside.

5. Conclusion

(1) Small business innovative intellectual capital is necessary in the human capital development and utilization, as well as tamp customer capital, they both can easily lead to any bias development vitality frail at the market. Which, human capital to intelligence capital of into is enterprise market value of within drive force; and attention found important customer capital is activated market survived quality, and extended time life of key factors, more is organization within innovation level of reflected is regional small micro-enterprise group and the related industry formed innovation atmosphere of important associated and based; regional resources endowment innovation sex using indispensable, is formed regional industry features of important support. Therefore, the intellectual capital market innovation underscores to break boundaries, reliance on technology diffusion, is the source of Enterprise Innovation value and innovation.

(2) Innovative intellectual capital attribution associated with regional environmental innovation. Former regional innovation effect to generate different levels and atmosphere, with different "environments" of small and micro-enterprises and community organizations within innovations and innovation "quantity" is related to the accumulation, proliferation, and other factors. This research in the obviously rendering has part sample faced with environment innovation force trapped Council, (I) is global pattern on environment of requirements, and products quality standard and market standard has improve, small micro-enterprise General requirements was more high in standard Shang development, caused its business environment competition faced more cost and competition constraints; (II) is the regional on Enterprise "organization outside innovation" of attitude, policy, support, and feedback differences on this has survival easily of small micro-enterprise group, regardless of from meet increasingly mature and rational of consumption needs, Or regional environmental integrity mechanisms introduced, will have new implications, but it is necessary for development. Organization of regional innovation policies, measures which leads to shape regional development patterns and environmental levels of important external factors.

(3) As the high-end capital--organizational capital for small and micro enterprises are still overwhelmed. Research shows that thicker and it means the internal enterprise system, corporate culture, social networking firm has a social responsibility to play more. (Liu Zhichun^[19], 2010; Yin Dezhi^[20], 2013). Therefore, the Organization of regional small business group capital shape, thickness, depth of

regional innovation environment of implications and take responsibility in innovation division of the market, which will determine the status and role of regional innovation environment for their market.

In conclusion, as the micro-society organizations, the business community, "grass-roots" vast intellectual capital innovation of small and micro enterprises work atmosphere can have an important impact on regional innovation.

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