

## **Paper Title**

Global literature review and enlightenment of intellectual property operation service platform under entrepreneurial situation

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## **Abstract**

### **Purpose/ Research Question:**

In recent years, more and more attention has been paid to intellectual property rights in China, and more and more research has been done on it. For the various platforms that generate intellectual property rights, Chinese and foreign academic circles have different emphasis. This paper aims to review the global literature in the past five years and examine the differences between Eastern and Western thinking in this field from an organizational perspective in the context of innovation and entrepreneurship in order to generate corresponding inspiration.

### **Design/ Methodology/ Approach:**

literature research

### **(Expected) Findings/Results:**

In this paper, content such as the evolution of operating platform in the intellectual property, business situation of the business model, service value network and mechanism innovation, the elements of digital module coupling to the worldwide literature collection had been done, collections of the topic paper are 247, 116 articles are Chinese literature and 131 articles are English literature, most of the articles were published in the five years. Many scholars have studied the relationship between intellectual property rights and innovation development. From a macro perspective, the protection of intellectual property rights is positively correlated with the development of innovation in most scenarios. From a micro perspective, the protection of intellectual property rights may also inhibit the development of innovation in some special situations. In the entrepreneurial scenario, many elements

of the original research framework have changed, and the enterprise as the innovation subject is locked in the start-up stage in the entrepreneurial scenario. Compared with mature enterprises, especially state-owned platforms with the background of public ownership, which have a large number of commercial resources such as people, money, materials, technology and channels, start-ups, especially private small and micro enterprises driven by digital technology, have difficulty in owning and using commercial chips. The lack of available resources forces startups to rethink their early design of the market, business model, team, core barriers, and scalability of specific entrepreneurial elements. In this segment of intellectual property service platform for digital circuit, the vast majority of the participants are strong assets or collective platform, and for those who rely on flexible market distance is relatively small and the system of private start-up platform how to create economic and social benefits of higher efficiency research has broad application prospects. The realization of the real marketization of the IP operation service platform is one of the important signs of its success. The premise of marketization is to make the market subject accept the service it provides and be willing to pay the cost that both parties can bear. Whether it is the intellectual property supplier, the intellectual property demand side, the capital side that makes early investment and the intermediary service organization that exists in the platform, they all have different needs to provide both conventional and innovative solutions. Only through service innovation can the path of highest efficiency be achieved. Service Value Networks (SVN) is a common mode of Service innovation at present. Based on the theory of Value network, it is necessary for the platform to compensate the individuals on the intellectual property operation Service platform to generate incentives to promote the outbreak of network effect in the vacuum period of operation.

#### **Research limitations/ Implications:**

Although this paper has sorted out the game of all parties on the digital platform of intellectual property operation service, proposed that service innovation is the breakthrough of platform innovation, and solved the problems of modularization, adaptation, organizational flexibility, etc., no relevant research and elaboration has been done on the evolution path of platform main body to ecosystem. Innovation ecosystem is the inevitable direction of platform development, which will provide a broader vision for the research in this field.

**Keywords:** Innovation an Entrepreneurship IP Platform Service Innovation

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