



UNSW
SYDNEY



Interfirm Cooperation, Trust and Innovation

Examining how interfirm cooperation leads to innovation and exploring the point at which trust becomes a liability.

Competitive advantage

- Novel research approach to the concept of “Trust” in the business context
- Innovative concepts in inter-firm cooperation – interaction pattern and coordination cost
- Experience in maximising performance and profits through placing a focus on cooperation and trust rather than competition

Impact

- Cooperation over competition – transforming the views of business
- Changing the perception of contracts to reduce uncertainty in the environment
- Improving trust in online retail settings, where personalised service requires private information
- Demonstrating trustworthiness in crowdfunding applications
- Increasing the dialogue about trust in society and government

Successful applications

- Large scale ARC-funded research examining various types of innovation in medium-sized Australian firms, including the result of knowledge transfer processes within a network of social relationships.

Capabilities and resources

- Online survey tools
- Experimental capacity/student subject pool
- Editing major journals in trust research

Our partners

- Medium and large Insurance firms
- Medium and large finance firms
- Medium to large retail companies

More Information

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