

▼ Introduction to Innovation and Innovation Management Minitrack

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Continuous innovation is an imperative for any company that likes to be a leader in its chosen markets. Study of Innovation and Innovation Management continues to draw significant attention from researchers and practitioners around the world. We had interesting submissions and decided to select five papers for presentation at the conference. We also decided to invite a presentation from the developers of an innovation management tool. The papers selected for presentation at the conference are organized into two sessions.

The first session starts with an invited presentation on a tool for managing innovation. We expect those interested in innovation management to benefit from the experiences with this tool. This is followed by a paper that reports a study of Japanese patents on fuel cell batteries to examine the research and development status, efficiency and strategies of companies. We trust that the findings would be useful across all types of innovations although the study uses patent data from one technology area. The last paper in this session is an interesting study on protecting service innovations in the mobile TV market. We again hope that the

results from this Finnish study can be useful in the case of service innovations in other sectors and other countries.

The second session starts with an interesting paper that discusses how to leverage the wisdom of the crowds to create innovations in the ERP software. We do hope that the findings would be equally applicable to other software innovations in both the consumer and the enterprise markets. The second paper continues the theme of involving customers in the identification and later stages of an innovation. We hope that their discussions on rights of the facilitator and the broker will yield an understanding that can be applied in other innovation management situations. The third paper is an analysis of the influence of technological, managerial, strategic and economic factors on the enterprise adoption of IT innovations. This paper goes on to identify future research opportunities in this field.

We do hope that the delegates to the conference are able to derive a good understanding of key developments in the field of innovation and innovation management.