Introduction to the Minitrack: Innovation and the Digital Economy

Recent developments in the internet and the digital economy touch on established ways of thinking in various aspects of innovation management. The full innovation cycle is affected, from opportunity identification, product or service design, testing, to market introduction.

In the minitrack “Innovation and the Digital Economy”, which belongs to the track “Innovation and the Digital Economy”, we wanted to provide a platform for research that provides insights into how innovation management and processes are affected by the digital economy and how managers can take advantage of it.

Relevant topics for this minitrack included (but were not limited to):

- Open innovation
- Crowdsourcing for innovation
- Service innovation
- Co-creation
- Measurement of customer value for innovative products and services
- Accelerated diffusion of innovations in the digital economy
- Forecasting demand for innovations

We have sought qualitative and quantitative research including surveys, experiments, and (econometric) analyses of cross sectional, panel, time series, social network, or similar data.

Following Papers have been accepted for this minitrack and will be presented as well as discussed during the minitrack-session:

- Business Models in the Software Industry
  (Markus Schief, Peter Buxmann)

- Human Capital in the Domain of Community Wireless Networks
  (Abdelnasser Abdelaal, Hesham Ali)

- The Dual Regimes of Digital Innovation Management
  (Fredrik Svahn, Ola Henfridsson)