Introduction to the minitrack: Innovation and the digital economy

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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 want to provide a platform for researchers 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
- Innovation methods that have been affected through the digital economy
- Forecasting demand for innovations

We have sought for 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:

- Effect of R&D Tax Credit on the Cost-Metrics of Cloud Computing - A Case Study from France (Marc Dumas)
- Co-Creating Innovative UGC Services with the Media (Esbjörn Ebbesson, Carina Ihlström Eriksson)
- Towards a Maturity Model for the Adoption of Social Media as a Means of Organizational Innovation (Tobias Lehmkühl, Ulrike Baumöl, Reinhard Jung)