

# Die Unternehmung Swiss Journal Of Business Research And Practice

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**The New Production of Users** Sampsa Hyysalo  
2016-04-20 Behind the steady stream of new products, technologies, systems and services in our modern societies there is prolonged and complicated battle around the role of users. How should designers get to know the users' interests and needs?

Who should speak for the users? How may designers collaborate with users and in what ways may users take innovation into their own hands? The New Production of Users offers a rare overview of these issues. It traces the history of designer-user relations from the era of mass production to the present days. Its focus lies in elaborating the

currently emerging strategies and approaches to user involvement in business and citizen contexts. It analyses the challenges in the practical collaborations between designers and users, and it investigates a number of cases, where groups of users collectively took charge of innovation. In addition to a number of new case studies, the book provides a thorough account of theories of user involvement as well as and offers further developments to these theories. As a part of this, the book relates to the wide spectrum of fields currently associated with user involvement, such as user-centered design, participatory design, user innovation, open source software, cocreation and peer production. Exploring the nexus between users and designers, between efforts to democratize innovation and to mobilize users for commercial purposes, this multi-disciplinary book will be of great interest to academics, policy makers and practitioners in fields such as Innovation

Studies, Innovation Policy, Science and Technology Studies, Cultural Studies, Consumption studies, Marketing, e-commerce, Media Studies as well as Design research.

### **Das Potenzial einer Work-Family-Balance für die Entwicklung von Unternehmen - eine innovative Analyse mithilfe von Systemaufstellungen**

Friederike Buhr 2017 Work-Family-Balance ist kein Nischenthema mehr. Die Auseinandersetzung einer besseren Vereinbarkeit von Beruf und Familie ist geprägt von einer Maßnahmenorientierung. In diesem Buch wird der Blick auf Work-Family-Balance mithilfe von systemischen Aufstellungen aus einer abstrakten Perspektive gewagt. Die Methode ermöglicht, Veränderungspotenziale im Spannungsfeld von Beruf und Familie zu identifizieren. In dieser Untersuchung werden dabei sowohl Fragen nach den Einflussfaktoren sich verändernder Wertesysteme

auf Rollenbilder, als auch die Positionierung von Work-Family-Balance zwischen anderen unternehmensrelevanten Querschnittsthemen thematisiert.

Dokumentenlogistik als Erfolgsfaktor in deutschen Banken Gernot Kaiser

2009-06-25 Bedingt durch den immateriellen Charakter der Dienstleistungserstellung in Banken werden originäre Informations- und Datenströme sehr selten aus logistischer Perspektive betrachtet. Auf der Basis einer empirischen Untersuchung zeigt Gernot Kaiser die strategische Erfolgswirkung der Logistik in Banken sowie eine bisher kaum beachtete Möglichkeit zur Differenzierung im Wettbewerb auf. Konkrete Handlungsempfehlungen für die praktische Gestaltung der Dokumentenlogistik runden die Arbeit ab.

**Rural Entrepreneurship and Innovation in the Digital Era**

Lokuge, Sachithra 2020-11-06  
Though entrepreneurship has been studied for decades, in

recent years, the study of “rural entrepreneurship” has emerged as an upcoming subtopic of the area. With the growth and continual ease of utilizing digital technologies to support entrepreneurial activities, these technologies now provide unique opportunities for advancing rural entrepreneurship. Though prior research focused on challenges for IT use in rural areas that specifically investigated investment and management issues, it is important to study all challenges and opportunities involved in this developing area of research. Rural Entrepreneurship and Innovation in the Digital Era is a pivotal reference source that provides vital research on the utilization of digital technologies in rural business ventures. Unlike other references, this book studies the conceptualization process of rural entrepreneurship and innovation with the intention of providing guidelines and support for entrepreneurs. While highlighting topics such

as microfinancing, risk management, and rural development, this publication explores innovative practices as well as the methods of IT investment and management. This book is ideally designed for business professionals, entrepreneurs, business researchers, academics, and business students.

*Technology and Corporate Law*  
Godwin, Andrew 2021-08-27 In light of the overwhelming impact of technology on modern life, this thought-provoking book critically analyses the interaction of innovation, technology and corporate law. It highlights the impact of artificial intelligence and distributed ledgers on corporate governance and form, examining the extent to which technology may enhance or displace conventional theories and practices concerning corporate governance and regulation. Expert contributors from multiple jurisdictions identify themes and challenges that transcend national boundaries and confront the international

community as a whole.  
Entwicklung von Modellen generischer Managementprozesse für die Gestaltung und Lenkung prozessorientierter Unternehmen Li Xiang  
2016-01-13

**Disruptive Technology: Concepts, Methodologies, Tools, and Applications**  
Management Association, Information Resources  
2019-07-05 The proliferation of entrepreneurship, technological and business innovations, emerging social trends and lifestyles, employment patterns, and other developments in the global context involve creative destruction that transcends geographic and political boundaries and economic sectors and industries. This creates a need for an interdisciplinary exploration of disruptive technologies, their impacts, and their implications for various stakeholders widely ranging from government agencies to major corporations to consumer groups and individuals. Disruptive

Technology: Concepts, Methodologies, Tools, and Applications is a vital reference source that examines innovation, imitation, and creative destruction as critical factors and agents of socio-economic growth and progress in the context of emerging challenges and opportunities for business development and strategic advantage.

Highlighting a range of topics such as IT innovation, business strategy, and sustainability, this multi-volume book is ideally designed for entrepreneurs, business executives, business professionals, academicians, and researchers interested in strategic decision making using innovations and competitiveness.

**Managing Innovation** Joe Tidd 2018-06-05 Managing Innovation is the bestselling text for graduate and undergraduate students and a classic in the field.

Emphasizing practical, evidence based tools and resources, this title provides students with the knowledge

base to successfully manage innovation, technology, and new product development. The holistic approach addresses the interplay between the markets, technology, and the organization, while relating the unique skill set required to manage innovation and innovation processes. The sixth edition of Managing Innovation continues to include the popular Innovation in Action sections in each chapter which are now newly titled Case Studies, and also features a number of new cases, updated and new research notes and references, and links to videos, audio interviews, activities, and case studies. The sixth edition also features new material on emerging innovation themes, including business model innovation, user innovation, crowd-sourcing, creativity, entrepreneurship, service innovation, public services, and more. The rapid pace of the field's evolution has brought an increase in multi-disciplinary approaches and skills, while expanding the available tool kit and pushing the boundaries of

possibility forward. This text provides expert navigation through the abundance of new data, new methods, new concepts, and approaches but it is designed to encourage and support tailored experimentation, not replace it. Equipped with a strong foundation and a productive innovation management mindset, today's students will be equipped to bring about the era's next great advances.

*Women's Entrepreneurship in Europe* Stephanie Birkner 2018-09-21 This volume addresses the current challenges for and future prospects of women's entrepreneurship research, bringing together a wealth of diverse insights with implications for research, education and practice alike. Presenting theoretical and empirical research papers and case studies, the book not only offers a topical reference guide for entrepreneurship researchers and educators, but also provides essential reading material for students interested in questions addressing diverse

aspects of the challenges to and future academic and practical prospects of women's entrepreneurship.

### **Nonprofit Management**

Bernd Helmig 2013-02-25

Gewinner des VHB-

Lehrbuchpreises 2013! Die

Bedeutung von Nonprofit-

Organisationen wird angesichts

der immer schwieriger

werdenden staatlichen

Finanzierung vieler Aktivitäten

stetig steigen. Einhergehend

mit dieser Entwicklung und

den großen Spendenvolumina,

die teilweise damit verbunden

sind, nimmt auch der Bedarf an

der Professionalisierung des

Nonprofit-Sektors zu. Dies

sollte jedoch nicht durch eine

unreflektierte Anwendung von

betriebswirtschaftlichen

Instrumenten erfolgen.

Dementsprechend zeigt dieses

Buch die Besonderheiten des

Management von Nonprofit-

Organisationen systematisch

auf. Nur so kann dem Wunsch

von Spendern und sonstigen

Anspruchsgruppen von

Nonprofit-Organisationen nach

effizienter und effektiver

Mittelverwendung sowie nach

Transparenz, Rechenschaftslegung und Verantwortlichkeit Rechnung getragen werden. Dieses Lehrbuch führt Studierende, Wissenschaftler und Führungskräfte aus der Praxis in die Grundlagen des Nonprofit Management ein. Dabei werden alle zentralen Bereiche des so genannten Dritten Sektors vorgestellt. Zahlreiche Beispiele und Fallstudien aus verschiedenen Nonprofit-Branchen veranschaulichen die Konzepte und ermöglichen ein schnelles Umsetzen in die Praxis. Ergänzend zum Buch wurde unter [www.nonprofit-management.biz](http://www.nonprofit-management.biz) eine umfassende Lernplattform mit Videos, Selbsttests, Fallstudien und Beispielen eingerichtet. Preise: Am 24. Juni 2013 erhielten die Autoren Bernd Helmig und Silke Boenigk für Ihr Lehrbuch "Nonprofit Management" den Lehrbuchpreis des Verbandes der Hochschullehrer für Betriebswirtschaft e.V. (VHB). In der Laudation von Prof. Dr. Dorothea Greiling heißt es

dazu: Das vom VHB in diesem Jahr ausgezeichnete Lehrbuch schließt hier nicht nur eine inhaltliche Lücke, sondern zeichnet sich auch durch die didaktische Aufmachung als hervorragend geeignet für den Einsatz in der akademischen Lehre aus: Umfangreiche E-Learning-Angebote, das Wechselspiel zwischen Theorieblöcken und Minicases und der klare Duktus in der Leserführung sind vorbildhaft nicht nur, was die Ausbildung in Methoden und Konzepten des Nonprofit-Managements angeht, sondern auch betreffend die praktische Umsetzung. Pressestimmen: "Das Lehrbuch vermittelt eine zeitgemäße Einführung in den Themenbereich des Nonprofit Management und ist auf dem besten Weg, sich als Standardwerk zu etablieren. Es kann daher als Einführungswerk sowohl für Studierende und Wissenschaftler als auch für Führungskräfte aus der Nonprofit-Praxis mit Interesse an dieser Thematik bestens empfohlen werden." Manfred

Bruhn, in: Zeitschrift für öffentliche und gemeinwirtschaftliche Unternehmen 04/2012 "Kurzum: Wer einsteigen will, rindet in diesem Buch einen sehr guten Wegweiser, wer weiterarbeiten möchte, profitiert von der Literaturlauswertung und der klaren Struktur." in: Verbändereport 05/2012, zur 1. Auflage 2012 "Alle Themen werden kurz und klar dargestellt. Besonders gefällt die häufige und zu den jeweiligen Themen gut passende Einbeziehung von Beispielen. Damit gewinnt diese Publikation für Praktiker, Studenten und Wissenschaftler als Einstiegs- und Nachschlagewerk in Lehre und Praxis eine besondere Bedeutung." Swen Neumann, in: Die Stiftung 04/2012 "Wegen der zunehmenden Bedeutung der NPOs war es an der Zeit, die Unterschiede, aber auch die Gemeinsamkeiten von Profit- und Nonprofit-Organisationen systematisch in einem Lehrbuch aufzubereiten. Den

beiden Autoren ist dies nicht nur inhaltlich, sondern auch in didaktischer Hinsicht hervorragend gelungen." in: WISU 07/12 Über die Autoren: Prof. Dr. Bernd Helmig lehrt Public und Nonprofit Management an der Universität Mannheim. Prof. Dr. Silke Boenigk lehrt Betriebswirtschaft, insbesondere Management von Öffentlichen, Privaten & Nonprofit-Organisationen, an der Universität Hamburg

**Wertegeleitete Unternehmensführung**  
Martin BÜscher 2020-10-22  
Eine systematische Befragung von 25 Führungspersönlichkeiten in privatwirtschaftlichen und diakonischen Unternehmen macht deutlich, dass Werte – mehr oder weniger explizit – eine leitende Bedeutung für unternehmerisches Handeln haben. Daraus lassen sich Überlegungen für eine Unternehmenstheorie ableiten, in denen dieser Umstand angemessen eingearbeitet wird. Werte stehen dabei nicht nur für eine idealistische

Orientierung am sinnerfüllten Leben, verantwortlichen Handeln oder Nachhaltigkeit, sondern auch an wertebasierten Kategorien wie Gewinnerzielung, Wettbewerb oder Leistung. In Abgrenzung zu faktortheoretischen Ansätzen der Betriebswirtschaftslehre werden Elemente einer Unternehmenstheorie entfaltet, die implizite und explizite Wertedimensionen zu berücksichtigen in der Lage ist. Werte können dabei wertschöpfend wirken. Außerdem können aus dem Buch Anregungen für die eigene Gestaltung von Organisationen aufgenommen werden, mit der die Werte der Organisation in der Praxis wirklich berücksichtigt werden.

Contemporary Issues in Business Ethics Mary W. Vilcox 2007 Business ethics is a form of the art of applied ethics that examines ethical rules and principles within a commercial context, the various moral or ethical problems that can arise in a business setting, and any special duties or obligations

that apply to persons who are engaged in commerce. Business ethics can be both a normative and a descriptive discipline. As a corporate practice and a career specialisation, the field is primarily normative. In academia descriptive approaches are also taken. The range and quantity of business ethical issues reflects the degree to which business is perceived to be at odds with non-economic social values. Historically, interest in business ethics accelerated dramatically during the 1980s and 1990s, both within major corporations and within academia. For example, today most major corporate websites lay emphasis on commitment to promoting non-economic social values under a variety of headings (e.g. ethics codes, social responsibility charters). In some cases, corporations have redefined their core values in the light of business ethical considerations. Catching business ethics in action, however, remains a seldom-spotted nugget for in

reality it depends on the characters of the characters. Perspectives on the Sharing Economy Indre Maurer 2019-08-15 Sharing instead of owning is one of the major trends in modern (business) life. By changing how people consume, the rise of the sharing economy has the potential to redefine the role of owners, consumers and producers, change their mode of transaction, create innovative business models, disrupt existing industries, and challenge political and regulative institutions. In addition to these practical implications, the sharing economy phenomenon represents a novel playground for theoretical advancement, attracting a multitude of research and researchers from different disciplines. While this can potentially open up new avenues for practice and theory to stimulate each other, they do not seem to go hand-in-hand at the moment. This volume brings together research from a wide variety of theoretical backgrounds and disciplines to

encourage academic discourse on the sharing economy phenomenon. It comprises contributions that are grounded in different theoretical perspectives, including business history, economics, strategic management, organization studies, information systems, political science, legal studies, linguistics, and semantics. While all contributions focus on the sharing economy phenomenon, they examine the subject from different disciplinary angles. Together, they provide a coherent and comprehensive overview of research on the sharing economy.

### **Emerging Issues And Trends In Innovation And Technology Management**

Alexander Brem 2021-10-25 This book is a compilation of papers published in International Journal of Innovation and Technology Management. The chapters in the book focus on recent developments in the field of innovation and technology management. Carefully to

selected on the basis of relevance, rigor and research, the chapters in the book take the readers through various emerging topics and trends in the field. Written in a simple and accessible manner, the chapters in this book will be of interest to academics, practitioners and general public interested in knowing about emerging trends in innovation and technology management.

### **Commercial Investments and Mission Drift in**

**Microfinance** Marc Moser 2013 The microfinance sector has witnessed various controversies and criticisms recently as a consequence of its commercialization and the related involvement of international investors. Against this background, the qualitative case study reported on examines the perceptions of stakeholders from the Swiss microfinance investment network. How do the various investor-related stakeholder groups perceive the motivation to become engaged in microfinance, the mission drift

issue and the current state and potentials of mutual value creation? The findings suggest that common ground on fundamental questions facilitates superior mutual value creation among the investigated stakeholders. Implications include the need for enhanced coordination between private and public stakeholders.

### **Wissenstransfer bei der Reintegration von**

**Expatriates** Stefan Doetsch 2016-01-19 Stefan Doetsch untersucht, wie Muttergesellschaften multinationaler Unternehmen die Nutzenpotentiale erschließen können, die sich aus dem Wissen ergeben, welches Expatriates während ihres Auslandseinsatzes erworben haben. Der Autor identifiziert unternehmensinterne Strukturen und Prozesse, die nötig sind, um den umfassenden und systematischen Transfer des Wissens ins Stammhaus im Zuge der Reintegration zu gewährleisten. Die Ergebnisse

einer empirischen Untersuchung dokumentieren den aktuellen Status quo und bilden die Grundlage für die Formulierung von Handlungsempfehlungen zur verbesserten Umsetzung von Transfermaßnahmen.

### **Trust in the European Union in Challenging Times**

Antonina Bakardjieva  
Engelbrekt 2018-06-13 This is the first book in the Interdisciplinary European Studies collection. This volume provides an interdisciplinary perspective on trust in the EU from the vantage point of political science, law and economics. It applies insights from a number of different dimensions - political institutions, legal convergence in criminal and civil law, social trust, digitalization, the diffusion of political values and norms, monetary convergence and the legitimacy of political systems - to approach the highly complex issue of trust in the EU in a clear-sighted, relevant and insightful manner. Written by renowned experts in the field, the style is accessible

and reader-friendly, yet concise, knowledgeable and thought-provoking. The individual chapters combine up-to-date research findings with reflections on on-going political debates and offer useful, concrete ideas on what steps the EU could take to address the challenge of trust. The book provides the reader with invaluable insights into how trust, or rather the lack of trust, poses a challenge to the future of the social, economic and political developments in the EU. It is a must-read for policy-makers, students and interested members of the public who feel concerned by the future of Europe.

Proceedings of the 7th World Conference on Mass Customization, Personalization, and Co-Creation (MCPC 2014), Aalborg, Denmark, February 4th - 7th, 2014 Thomas D. Brunoe 2014-01-28 The MCPC 2014 is a multi-track conference featuring a combination of high profile keynotes with expert talks, panel discussions, paper sessions, workshops,

receptions, and much more. While it is devoted to sharing and discussing the latest research in the field, the MCPC conference has a strong focus on real life applications. Since its beginning, the MCPC conference has had an equal share of participants, practitioners and academics/researchers. This makes the MCPC conference truly unique among many conferences. It strives to connect MCPC thinkers, first movers, entrepreneurs, technology developers, and researchers with people applying these strategies in practice. Twenty years ago Mass Customization was acknowledged as the "New Frontier in Business Competition". Ever since, industry has been applying the concept and researchers have developed the topic into a well-established research area and businesses have formed new strategies. More knowledge, methods and technologies are available now than ever before. Along with general Mass Customization topics, this

conference addresses Mass Customization from a historical perspective, looking at both mass customization in the past 20 years and towards the new frontiers in the 20 years to come. This book presents the latest research from the worldwide MCPC community bringing together the new thoughts and results from various disciplines within the field.

### **The Future of Management Education** Stéphanie Dameron

2017-01-25 This book discusses the new challenges facing Business Schools around the world with potential scenarios that may be envisioned for 2030 and strategies for stakeholders. Based on documented descriptions of competitive dynamics in the 'business' of business schools in a variety of countries, the authors highlight the fact that the 'industry' of management education is going through major changes such as new governance and business models, mergers and acquisitions, internationalization of faculty

and students coexisting with entrenchment in local markets, ever more needs for financial resources, development of distant and blended learning, and increasing pressure for research output to boost rankings. With concerns surrounding the sustainability of current trends in faculty salary inflation, social acceptability of higher fees, cost of distance learning and the risk of an academic-industry divide around knowledge produced by management research, *The Future of Management Education* develops an analysis of business models and institution regulation. The two volumes cover the context of Business Schools in ten countries and grapples with the challenges they currently face. They specifically discuss foresight scenarios and strategic implications for stakeholders (Deans, faculty, students, prospective students, alumni, local businesses, corporations, government, accreditation bodies).

#### Human Resource Management

in Consulting Firms Michel E. Domsch 2006-04-22 This book presents insider reports from high-profile international consultancies which allow practitioners, scholars and graduates to gain a rare, unvarnished insight into people management in business consulting. In addition to a comprehensive overview of existing H-R systems, the book provides details of practices dealing with issues such as value-oriented corporate culture, gender diversity management, employability, leadership development, knowledge management and employer branding.

**Online Intermediaries for Co-Creation** Christoph W. Künne 2017-05-15 This book investigates the powerful role of online intermediaries, which connect companies with their end customers, to facilitate joint product innovation. Especially in the healthcare context, such intermediaries deploy interactive online platforms to foster co-creation between engaged healthcare consumers and innovation-

seeking healthcare companies. In three empirical studies, this book outlines the key characteristics of online intermediaries in healthcare, their distinct strategies, and the remaining challenges in the field. Readers will also be introduced to the stages companies go through in adopting such co-created solutions. As such, the work appeals for both its academic scope and practical reach.

### **Challenges and Opportunities in the Due Diligence Process**

Christoph Müller 2020-12-14 Volumina von M&A-Transaktionen steigen. Die Gründe sind vielfältig, die Tendenz ist branchenübergreifend und unabhängig von der Unternehmensgröße. Doch viele Transaktionen liefern nicht das avisierte Resultat. Zeit für einen innovativen Ansatz im entscheidungsrelevanten M&A-Teilprozess Due Diligence. Dabei werden die Herausforderungen der für den Prozess nur limitiert zur Verfügung stehenden

Ressourcen Zeit und Know-how abgearbeitet. Der Ansatz löst sich von den Retrospektiven und bildet zudem Nachhaltigkeit und Zukunftsorientierung mit ab. Heraus kommt ein Due-Diligence-Modell, das den Anspruch erhebt, die Qualität der Handlungsempfehlung zu erhöhen. Das Buch richtet sich an Kauf- und Verkaufsseite, sowie externe Berater gleichermaßen.

Environmental Management Accounting Christian Herzig 2012-03-15 Sustainable development will not happen without substantial contributions from and leading roles of companies and business organizations. This requires the provision of adequate information on corporate social and ecological impacts and performance. For the last decade, progress has been made in developing and adapting accounting mechanisms to these needs but significant work is still needed to tackle the problems associated with conventional accounting. Until recently,

research on environmental management accounting (EMA) has concentrated on developed countries and on cost-benefit analysis of implementing individual EMA tools. Using a comparative case study design, this book seeks to redress the balance and improve the understanding of EMA in management decision-making in emerging countries, focussing specifically on South-East Asian companies. Drawing on 12 case studies, taken from a variety of industries, *Environmental Management Accounting: Case Studies of South-East Asian Companies* explores the relationship between decision situations and the motivation for, and barriers to, the application of clusters of EMA tools as well as the implementation process itself. This book will be useful to scholars interested in the environmental and sustainability management accounting research field and those considering specific approaches to EMA within emerging economies.

*Open Tourism* Roman Egger

2016-03-02 This book examines the concepts of open innovation, crowdsourcing and co-creation from a holistic point of view and analyzes them considering their suitability to the tourism industry. Methods, theories and models are discussed and examined regarding their practical applicability in tourism. The book illustrates the theoretical mechanisms and principles of Open Innovation, Crowdsourcing and Co-creation with case studies and best practices examples. In addition to the scientific target group, the book is a useful resource for managers of the entire tourism industry. First, the book presents the theoretical fundamentals and concepts in 11 specific chapters. This basis is then enriched by three parts with case studies, focusing on information, creation and provision respectively. Finally in a concluding part the editors sum up the book and give an outlook on the implications, learnings and future perspectives of open

innovation, crowdsourcing and collaborative consumption in the tourism industry.

**Free Innovation** Eric Von Hippel 2016-11-10 A leading innovation scholar explains the growing phenomenon and impact of free innovation, in which innovations developed by consumers and given away “for free.” In this book, Eric von Hippel, author of the influential *Democratizing Innovation*, integrates new theory and research findings into the framework of a “free innovation paradigm.” Free innovation, as he defines it, involves innovations developed by consumers who are self-rewarded for their efforts, and who give their designs away “for free.” It is an inherently simple grassroots innovation process, unencumbered by compensated transactions and intellectual property rights. Free innovation is already widespread in national economies and is steadily increasing in both scale and scope. Today, tens of millions of consumers are collectively spending tens of billions of

dollars annually on innovation development. However, because free innovations are developed during consumers' unpaid, discretionary time and are given away rather than sold, their collective impact and value have until very recently been hidden from view. This has caused researchers, governments, and firms to focus too much on the Schumpeterian idea of innovation as a producer-dominated activity. Free innovation has both advantages and drawbacks. Because free innovators are self-rewarded by such factors as personal utility, learning, and fun, they often pioneer new areas before producers see commercial potential. At the same time, because they give away their innovations, free innovators generally have very little incentive to invest in diffusing what they create, which reduces the social value of their efforts. The best solution, von Hippel and his colleagues argue, is a division of labor between free innovators and producers, enabling each to do

what they do best. The result will be both increased producer profits and increased social welfare—a gain for all.

### New Waves in Innovation

### Management Research (ISPIM

### Insights) Marcus Tynnhammar

2019-02-02 Launched in 2011

to recognize the prolific contribution that PhD

dissertations make to the field of Innovation Management, the

ISPIM Dissertation Award

selects three winners from the

possible 100+ entries every

year. Aided in the selection

process by the generous

support of Innovation Leaders, the

ISPIM presents the awards

at their annual Innovation

Conference. With only three

finalists being selected each

year, many excellent

submissions do not receive the recognition they deserve. To

rectify this, the 2018 ISPIM

Dissertation Award cast its

spotlight beyond the top three

dissertations and onto a much

greater number of entries.

Compiling the top 28

submissions received this year,

'New Waves in Innovation

Management Research' is

organized into six thematic sections that cover areas such as investments, collaboration, and creativity. Presenting a

broad range of case studies

and data from across global,

this edited volume illustrates

the breadth of research

potential in the coming wave of

innovation management. This

book will be of interest to

students, researchers and

professional managers, alike,

who are interested in or

actively involved in the latest

research on innovation

management.

*Moderne Konzepte des*

*organisationalen Marketing*

Thorsten Kliewe 2014-01-16

Das Buch widmet sich dem

organisationalen Marketing, d.

h. Marketing gegenüber

Organisationen aller Art als

Zielgruppen. Es werden neue

Erkenntnisse aus der Theorie

und Praxis des Business-to-

Business- und des Science-to-

Business Marketing aufgezeigt.

*Innovation and*

*Entrepreneurship* John R.

Bessant 2015-06-08 Innovation

and Entrepreneurship 3rd

Edition is an accessible text on

innovation and entrepreneurship aimed specifically at undergraduate students studying business and management studies, but also those on engineering and science degrees with management courses. The text applies key theories and research on innovation and entrepreneurship and then reviews and synthesises those theories and research to apply them in a much broader and contemporary context, including the corporate and public services, emerging technologies and economies, and sustainability and development and creating and capturing value from innovation and entrepreneurship. In this third edition the authors continue to adopt an explicit process model to help organise the material with clear links between innovation and entrepreneurship. This text has been designed to be fully integrated with the Innovation Portal at [www.innovation-portal.info](http://www.innovation-portal.info), which contains an extensive

collection of additional resources for both lecturers and students, including teaching resources, case studies, media clips, innovation tools, seminar and assessment activities and test questions.

### **Upgrade-Auktionen für die Nachfragesteuerung bei kundenindividueller**

**Auftragsmontage** Andreas Matzke 2016-01-15 Andreas Matzke zeigt auf Basis einer umfassenden Analyse von Upgrade-Auktionen, wie durch ihren Einsatz Erlöse gesteigert sowie Bedarfsschwankungen im Produktions- und Zuliefernetzwerk verringert werden können. So können Unternehmen mit kundenindividueller Auftragsmontage Upgrade-Auktionen einsetzen, um bestehende Kundenaufträge aufzuwerten und Restkapazitäten zu vermarkten. Unter Rückgriff auf Grundlagen der Prospect-Theorie identifiziert der Autor Bedingungen für einen erfolgreichen Einsatz von Upgrade-Auktionen und leitet daraus

Handlungsempfehlungen für Entscheidungsträger in der Praxis ab.

**Innovation from Emerging Markets** Fernanda Cahen

2021-01-31 In recent years, emerging markets have come to represent the largest share of global GDP and have made gains in economic development and political influence. In turn, emerging market companies have taken on a new level of importance in driving innovation, local development and global competition.

Advancing an integrative view that captures the diversity of innovation among companies in emerging markets, this book highlights the rapid evolution of emerging markets from imitators to innovation leaders.

Building upon research conducted by the Emerging Multinational Research Network (EMRN) in collaboration with several universities in North and South America, Europe and China, this rich and expansive collection includes studies of innovation in regions yet to receive focused analysis in the

field. The authors also re-examine dominant theories of innovation and capability creation based on a broad range of case studies and research insights. Offering a taxonomy of emerging market innovations, this collection reveals the unique drivers, types, and outcomes of innovation in emerging markets.

*Die Unternehmung 2011*  
Multidisciplinary Design of Sharing Services Maurizio

Bruglieri 2018-04-17 This book explores all aspects of the sharing economy, pursuing a multidisciplinary approach encompassing Service Design, Spatial Design, Sociology, Economics, Law, and Transport and Operations Research. The book develops a unified vision of sharing services, and pinpoints the most important new challenges. The first, more theoretical part covers general topics from the perspectives of experts in the respective disciplines. Among the subjects addressed are the role of the user in co-design and co-production; impacts of sharing

services on cities, communities, and private spaces; individual rewarding and social outcomes; regulatory issues; and the scope for improving the efficiency of design, management, and analysis of sharing services. In turn, the second part of the book presents a selection of case studies of specific sharing services, in which many of the concepts described in the first part are put into practice. Readers will gain a deeper understanding of the dynamics of sharing services and of the hidden problems that may arise. Key factors responsible for the success (or failure) of sharing services are identified by analyzing some of the best (and worst) practices. Given its breadth of coverage, the book offers a valuable guide for researchers and for all stakeholders in the sharing economy, including startup founders and local administrators.

**Beyond Fintech: Technology Applications For The Islamic Economy** Hazik Mohamed

2020-11-25 Beyond Fintech:

Technology Applications for the Islamic Economy is a follow-up to the first-ever Islamic Fintech book by the author (published in 2018) that provided linkages between Islamic Finance and disruptive technologies like the blockchain. In the wake of fintech as a new trend in financial markets, the groundbreaking book stressed the relevance of Islamic finance and its implications, when enabled by fintech, towards the development of the Islamic digital economy. While the earlier work discussed the crucial innovation, structural, and institutional development for financial technologies in Islamic Finance, this new research explores the multiple applications possible in the various sectors of the economy, within and beyond finance, that can be significantly transformed. These revolutionary applications involve the integration of AI, blockchain, data analytics, and Internet-of-Things (IoT) devices for a holistic solution to tackle the bottlenecks and other issues in existing processes of

traditional systems. The principles of accountability, duty, justice, and transparency are the foundation of shaping the framework in achieving good governance in all institutions — public or private, Islamic or otherwise.

Technologies like AI, blockchain, and IoT devices can operationalize the transparency and accountability that is required to eradicate poverty, distribute wealth, enhance micro-, small- and large-scale initiatives for social and economic development, and thus share prosperity for a moral system that enables a more secure and sustainable economy.

2010 De Gruyter 2011-06-15 *Knowledge Management Initiatives and Strategies in Small and Medium Enterprises* Bencsik, Andrea 2016-09-27 To maintain a competitive edge against other businesses, companies must ensure the most effective strategies and procedures are in place. This is particularly critical in smaller business environments with fewer resources. Knowledge

Management Initiatives and Strategies in Small and Medium Enterprises is an authoritative reference source for the latest scholarly material on the management of knowledge resources in smaller-scale enterprises. Highlighting theoretical foundations and real-world applications, this book is ideally designed for professionals, practitioners, researchers, and upper-level students interested in emerging perspectives on knowledge management. Organisationsentwicklung Fritz Gairing 2017-08-23 Nur wer sich entwickelt überlebt. Das wissen wir nicht erst seit Charles Darwin. Komplexität und Dynamik treiben heute wirtschaftliche Prozesse in rasantem Tempo voran. Märkte, Technologien, Globalisierung, Digitalisierung und die mit Macht hereinbrechende vierte Industrielle Revolution zwingen Unternehmen zu tiefgreifenden Veränderungsprozessen. Wie können strategische, strukturelle und soziale

Dimensionen der Veränderung in einem Unternehmen integrativ und professionell geplant, organisiert und gesteuert werden? Dieses Buch gibt Antworten: Es erläutert die wissenschaftlichen Wurzeln, erklärt die zentralen theoretischen Konzepte und beschreibt ganz praktisch das Handwerkszeug bei der Planung und Gestaltung von Organisationsentwicklungsprozessen - mit besonderem Augenmerk auf aktuelle Herausforderungen.

*Handbook of the Sharing Economy* Russell W. Belk 2019 With the radical growth in the ubiquity of digital platforms, the sharing economy is here to stay. This Handbook explores the nature and direction of the sharing economy, interrogating its key dynamics and evolution over the past decade and critiquing its effect on society.

*Industry 4.0 in Textile Production* Yves-Simon Gloy 2021-01-05 This book discusses the design of textile production within the framework Industry 4.0. Relevant research topics in the textile industry are

identified and solutions are conceptualized, developed and implemented. This is followed by an evaluation of the solutions in which, among other things, the profitability is considered. Questions about the transfer of knowledge into the company complete the work. Industry 4.0 in Textile Production provides a rich investigation into and survey of textile production The informative cases studies, clear perspective, and detailed analysis make this book of great use to engineers, researchers and postgraduate students interested in the textile industry.

**Market Engineering** Henner Gimpel 2021 This open access book provides a broad range of insights on market engineering and information management. It covers topics like auctions, stock markets, electricity markets, the sharing economy, information and emotions in markets, smart decision-making in cities and other systems, and methodological approaches to conceptual modeling and taxonomy

development. Overall, this book is a source of inspiration for everybody working on the vision of advancing the science of engineering markets and managing information for contributing to a bright, sustainable, digital world. Markets are powerful and extremely efficient mechanisms for coordinating individuals' and organizations' behavior in a complex, networked economy. Thus, designing, monitoring, and regulating markets is an essential task of today's society. This task does not only derive from a purely economic point of view. Leveraging market forces can also help to tackle pressing social and environmental challenges. Moreover, markets process, generate, and reveal information. This information is a production factor and a valuable economic asset. In an increasingly digital world, it is more essential than ever to understand the life cycle of information from its creation and distribution to its use. Both markets and the flow of information should not

arbitrarily emerge and develop based on individual, profit-driven actors. Instead, they should be engineered to serve best the whole society's goals. This motivation drives the research fields of market engineering and information management. With this book, the editors and authors honor Professor Dr. Christof Weinhardt for his enormous and ongoing contribution to market engineering and information management research and practice. It was presented to him on the occasion of his sixtieth birthday in April 2021. Thank you very much, Christof, for so many years of cooperation, support, inspiration, and friendship. *Financial Intelligence in Human Resources Management* Gurinder Singh 2021-07-15 This new volume familiarizes readers with the very relevant concepts of human resources and finance in Industry 4.0. The book looks at the adoption of current fast-moving computers and automation in the workplace and its impact on the financial

aspects of human resources and how HR can be enhanced with smart and autonomous systems fueled by data and machine learning. The chapters offer case studies that provide firsthand knowledge of real-life problems, solutions, and situations faced by the industry. The volume highlights the thought process in

resolution of the complex problems. Topics include HR management approaches, global HR challenges, behavioral finance for financial acumen, corporate social responsibility, women empowerment in the HR industry, emotional intelligence in the era of Industry 4.0, and more.