

1. Record Nr.	UNINA9910298551103321
Autore	Hartmann Philipp
Titolo	New Business Creation : Systems for Institutionalized Radical Innovation Management // by Philipp Hartmann
Pubbl/distr/stampa	Wiesbaden : , : Springer Fachmedien Wiesbaden : , : Imprint : Springer Gabler, , 2014
ISBN	3-658-06047-6
Edizione	[1st ed. 2014.]
Descrizione fisica	1 online resource (228 p.)
Collana	Betriebswirtschaftliche Studien in forschungsintensiven Industrien, , 2627-2997
Disciplina	650 658.5 658.514
Soggetti	Management Industrial management Business Management science Innovation/Technology Management Business and Management, general
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	"Research"--Cover.
Nota di bibliografia	Includes bibliographical references.
Nota di contenuto	""Acknowledgements""; ""Table of contents""; ""List of figures""; ""List of tables""; ""Glossary and abbreviations""; ""1 Introduction and purpose of the study""; ""1.1 Background and motivation""; ""1.2 Research focus""; ""1.3 Objectives and research approach""; ""1.4 Structure of dissertation""; ""2 Theoretical foundations and research questions""; ""2.1 The concept of innovation""; ""2.1.1 Innovation as a process""; ""2.1.2 Innovation as an outcome""; ""2.1.3 Magnitude of an innovation and innovation success""; ""2.2 Entrepreneurship""; ""2.2.1 Corporate entrepreneurship"" ""2.3 New business""""2.3.1 Linking two schools of thought""; ""2.3.2 Modes for creating new business""; ""2.3.3 Summary and conclusions""; ""2.4 New business creation""; ""2.4.1 The concept of ambidexterity""; ""2.4.2 New business creation and systems theory""; ""2.5 Performance measurement systems""; ""2.5.1 Introductory definitions""; ""2.5.2

Literature review"; "2.5.3 Performance measurement and innovation"; "2.5.4 Performance measurement and NBC"; "2.5.5 Control systems theory and PMSs"; "2.5.6 Contingency theory and PMS"; "2.6 Literature synthesis and research gap"; "2.7 Research questions"; "2.8 Conceptual framework"; "3 Methodology and research design"; "3.1 Introduction and overview"; "3.2 Research strategy"; "3.3 Research design"; "3.3.1 Types of case study designs"; "3.3.2 Case study process"; "3.4 Research implementation"; "3.4.1 Case selection"; "3.4.2 Data collection"; "3.5 Data analysis"; "3.5.1 Data reduction"; "3.5.2 Data display"; "3.5.3 Conclusion drawing"; "3.6 Quality of research"; "4 Individual case studies"; "4.1 The case of company Alpha "; "4.1.1 Parent company"; "4.1.2 Alpha's NBC system"; "4.1.3 Performance measurement at Alpha's NBC unit"; "4.2 The case of company Beta "; "4.2.1 Parent company"; "4.2.2 Beta's NBC system"; "4.2.3 Performance measurement at Beta's NBC unit"; "4.3 The case of company Gamma "; "4.3.1 Parent company"; "4.3.2 Gamma's NBC system"; "4.3.3 Performance measurement at Gamma's NBC unit"; "4.4 The case of company Delta "; "4.4.1 Parent company"; "4.4.2 Delta's NBC system"; "4.4.3 Performance measurement at Delta's NBC unit"; "4.5 The case of company Sigma "; "4.5.1 Parent company"; "4.5.2 Sigma's NBC system"; "4.5.3 Performance measurement at Sigma's NBC unit"; "4.6 The case of company Omega"; "4.6.1 Parent company"; "4.6.2 Omega's NBC system"; "4.6.3 Performance measurement at Omega's NBC unit"; "5 Cross-case analysis and discussion"; "5.1 Parent companies"; "5.2 NBC systems"; "5.2.1 Objectives"; "5.2.2 Governance"; "5.2.3 NBC innovation process"; "5.2.4 Structural approaches to NBC"; "5.2.5 Size of the NBC systems"; "5.2.6 Magnitude of innovation of NBC projects"; "5.3 Performance measurement"; "5.3.1 Measurement objects"; "5.3.2 Measurement process"; "5.3.3 Measurement objectives"

Sommario/riassunto

Established companies are facing an increasingly dynamic and globalized competitive environment. Radical innovations are considered a means to escape this trend. In particular, it is desirable for established companies to institutionalize systems to repeatedly create new business based on radical innovations ("New Business Creation", "NBC"). In six in-depth case studies, Philipp Hartmann identifies design variables for NBC systems and explores related performance measurement activities. In a subsequent cross-case comparison, idiosyncratic observations are synthesized into thirteen propositions. Moreover, two structurally different approaches to NBC are identified and discussed. In addition, the present research thoroughly studies performance measurement activities in the context of NBC activities and finds that they are an essential component that has been insufficiently addressed by existing theory. Contents Literature Review (Innovation Management, NBC, Performance Measurement) Performance Measurement in an NBC context (Individual Case Studies and Cross-case Analysis) Target Groups Researcher and students of innovation management, strategic management, management control Innovation manager, business development, controlling The Author Philipp Hartmann received his degree in industrial engineering from the Berlin Institute of Technology and holds a Diplome de Grande Ecole from ESCP Europe, Paris. He is an early stage technology investor at Index Ventures and worked in investment banking.
