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Drivers of institutional innovation in networks: unleashing the innovation potential of domesticated markets
Knowledge transfer between actors in the innovation system: a study of higher education institutions (HEIS) and SMES

Sommario/riassunto

Collaborative innovation has led to the development of the concept of 'innovation networks' - defined as evolving systems of mutual dependency, based on resource relationships in which systemic character is the outcome of interactions, processes, procedures and institutionalization. When analyzing innovation on a collective level, concern regarding actors' heterogeneity and its effects on the innovation process emerges as relevant. However, in marketing studies, this topic has not been significantly developed. Innovation as a collective process involves a multitude of very heterogeneous business
