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"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.

2. Record Nr.	UNINA9910482348803321
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