

1. Record Nr.	UNINA9910782096903321
Autore	Brem Alexander
Titolo	The boundaries of innovation and entrepreneurship [[electronic resource] ] : conceptual background and essays on selected theoretical an empirical aspects // Alexander Brem ; with a foreword by Kai-Ingo Voigt
Pubbl/distr/stampa	Wiesbaden, : Gabler, 2008
ISBN	3-8349-9679-3
Edizione	[1st ed.]
Descrizione fisica	1 online resource (246 p.)
Collana	Gabler Edition Wissenschaft
Altri autori (Persone)	VoigtKai-Ingo
Disciplina	658.11
Soggetti	Entrepreneurship Technological innovations - Management
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references.
Nota di contenuto	From Innovation to Entrepreneurship — A Process oriented Framework -- Pull vs. Push — Strategic Technology And Innovation Management For A Successful Integration Of Market Pull And Technology Push Activities -- Innovation Management in Emerging Technology Ventures — The Concept of an Integrated Idea Management -- Gender-Related Differences of Founding Intentions: The Role of The Micro-Social Environment, Education And Perceptions of Fostering And Inhibiting Factors -- Pioneer vs. Follower: The Time-To-Market Dilemma — Results From An Empirical Study -- Serial Entrepreneurs In The Business Foundation Process — Insights From A Case-Driven Explorative Study.
Sommario/riassunto	It is commonly accepted that innovation and entrepreneurship are essential ingredients for a company's long-term success. However, both fields have been treated within different scientific disciplines for many years. Alexander Brem presents a comprehensive overview of the theoretical background and recent models in the context of innovation and entrepreneurship. Based on a process-oriented innovation-entrepreneurship framework, the author investigates the integration of market pull and technology push activities in the innovation process. He introduces a model of innovation management in emerging technology ventures, researches gender-related differences in founding

intentions, and discusses the time-to-market dilemma as well as the role of serial entrepreneurs in the business foundation process. Thus, the complete cycle from the early phases of innovation to serial entrepreneurship is covered.

---