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Autore	Dudkowski Rafal
Titolo	Managing value co-creation in university-industry partnerships : evidence and implications for strategy, culture and innovation performance // Rafal Dudkowski
Pubbl/distr/stampa	Cham, Switzerland : , : Springer, , [2021] Â©2021
ISBN	3-030-60477-2
Edizione	[1st ed. 2021.]
Descrizione fisica	1 online resource (XVI, 229 p. 13 illus., 3 illus. in color.)
Collana	Contributions to Management Science
Disciplina	378.1035
Soggetti	Academic-industrial collaboration Organizational change Business
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di contenuto	Introduction -- Definitions -- Objectives of the Study -- Research Strategy -- Theoretical Framework -- Empirical Analysis of TeliaSonera and its Confrontation with the Theory -- Empirical Analysis of Swisscom and its Confrontation with the Theory -- Conceptual Synthesis -- Principal Contributions and Implications.
Sommario/riassunto	This book discusses how academic institutions can play a principal role in companies innovation strategy. The characteristics of University-Industry collaboration are strongly related to the social aspect of the activity of collaborating agents oriented towards a common object of work. To analyze this phenomenon, the author applies one of the concepts from the "Practice-Based Approach", namely the concept of the Activity Network to understand the collaboration process of R&D activities in a Nordic (Telia) and Swiss (Swisscom) Telecom Companies developing innovative products. The author focuses on four phases of University-Industry innovation partnership building: identification, selection, formation and navigation. The study shows the interactions between individuals, the contexts in which they act and explores ways in which collaborative value co-creation is managed. This pioneering research offers new theoretical insights and managerial implications on

how these dynamics influence innovation in companies. It will thus be invaluable to international scholars, researchers of R&D and innovation as well as business managers. .

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Autore

UNIORUON00002211

Titolo

MARGA T

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Classificazione

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Soggetti

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