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Nota di contenuto

Open Innovation and Entrepreneurship: An Overview -- How the Diversity of Cooperation Partners Affects Start-ups' Innovation Performance: An Analysis of the Role of Cooperation Breadth in Open Innovation -- Open Innovation Models for Increased Innovation Activities and Enterprise Growth -- Investigating the Effect of Inbound and Outbound Open Innovation on Discovery and Exploiting of Entrepreneurial Opportunities -- The Role of Industry and Economic Context in Open Innovation -- Open Innovation: Challenges of Integrating New Forms of Innovation in SMEs -- Open Innovation in a Start-up Firm.

Sommario/riassunto

This book combines theoretical perspectives and empirical evidence on open innovation and entrepreneurship as two essential ways to help entrepreneurial businesses grow and achieve a competitive advantage. Discussing essential issues at the nexus of entrepreneurship and open innovation, such as enterprise growth, creating competitive advantage, implementation of open innovation, and the overall corporate strategy, the respective contributions demonstrate how open innovation can provide a vital impetus to the growth of entrepreneurial businesses and pave a new way to achieving a competitive edge.