Defining innovation: Process and knowledge views

- Innovation is a process of turning opportunity into new ideas and of putting these into widely used practice (Tidd et al., 2001).

- Innovation comprises the development, production, and market commercialization of an invention as well as product diffusion and adoption by customers (Garcia and Calantone, 2002).

- Technological innovation is the application of knowledge about tools, materials, processes, and techniques to problem solving (Afuah, 2003).

- Innovative opportunity is endogenous, or the result of purposeful efforts to create knowledge and new ideas, and appropriate the rents through commercialization <> entrepreneurial view: opportunity is exogenous (Shane, 2008).
Top 10 Innovation-related journals (JPIM, 2004)

Overall – Citation-based
- Journal of Product Innovation Management
- Research Policy
- Research-Technology Management
- Harvard Business Review
- Strategic Management Journal
- Management Science
- Administrative Science Quarterly
- R&D Management
- IEEE Transactions on Engineering Management
- Academy of Management Review.

Specialty journals
- Technological Forecasting and Social Change
- International Journal of Technology Management
- Technovation
- Technology Analysis & Strategic Management
- Journal of Engineering and Technology Management.
Innovation-related research areas: T&IM view (Shane, 2008)

- Evolution of technology, markets, and industry
- Development and introduction of new products
- Management and organization of innovation
- **Technology strategy**
  - Economics of standardization, IP and innovation, orchestrating value capture from innovation investments, collaborations and strategic alliances for innovation
- **Technology-based entrepreneurship**
  - Financing of innovation, knowledge spillover from entrepreneurship, public policy contributions
Innovation-related research areas: Marketing view (Hauser, Tellis & Griffin, 2006)
Innovation-related Research in ccM

See Marion’s presentation
Innovation-related Research in P&O

- The role of feedback in stimulating creativity (Tina Davidson & Katleen De Stobbeleir)
- The role of employee proactivity in creativity (Inge De Clippeleer & Katleen De Stobbeleir)
- Development of a diagnostic tool to assess a climate for creativity (Flanders DC project: Céline Claus and Katleen De Stobbeleir)
Innovation-related Research in OTMC – Innovation

- Four Research Themes
  - Organizing for innovation
  - Open innovation
  - Business models for technology-based ventures
  - IP and patent strategies

- Different types of projects
  - Academic research (AR)
  - Research for business (BR)
  - Pedagogical research (PR)
Organizing for Innovation

- Ambidextrous organizations (AR)
  - Team: Bart Leten, Rene Belderbos, Bart Van Looy, Annelies Geerts
  - Timing: March-Sep 2011

- Corporate venturing (AR)
  - Team: Walter Van Dyck, Iris Vanaelst, Bart Leten
  - Timing: March-December 2011

- Corporate venturing: Tibotec case (AR)
  - Team: Walter Van Dyck, Bart Van Looy (KUL)
  - Timing: 2011

- Time Boxing (AR)
  - Team: Walter Van Dyck, Stijn De Zutter, Bart Leten
  - Timing: June-December 2011
Organizing for Innovation

- Corporate Venturing
  - Applied for ARF research fund
  - Promoter: Bart; Co-promoters: Walter and Iris
  - Collaboration with KUL (Bart Van Looy)
  - Theory development via case analysis and survey of VC units

- Time Boxing
  - Comparing time boxing and stage-gate processes
  - Illustrating cases: Campina foods and Technicolor
Open Innovation

- Open innovation in SMEs (BR + AR)
  - Team: Wim Vanhaverbeke, Stijn De Zutter
  - Timing: Jan-August 2011

- Open innovation @ Philips (AR)
  - Team: Wim Vanhaverbeke, Bart Leten, Jingshu Du (PhD)
  - Timing: 2011

- Open bootcamps (BR)
  - Team: Walter Van Dyck, Stijn De Zutter (Flanders DC project)
  - Timing: 2011

- Supplier innovation @ P&G
  - Team: Steve Muylle (Lead), Walter Van Dyck, Wim Vanhaverbeke,
Business Models for Technology Ventures

- Business model experimentation (AR)
  - ARF research project
  - Team: Walter Van Dyck, Marion Debruyne, Miguel Meuleman

- Technology-based Business model prototyping (AR)
  - Team: Walter Van Dyck
  - Timing: June-December 2011

- Review and outlook on Pharmaceutical portfolio management (BR)
  - Book chapter in international edited book (Springer)
  - Team: Walter Van Dyck, Marion Debruyne
  - Timing: June-December 2011
IP and Patent Strategies

- Teaching case: Patent landscaping
  - Team: Wim Vanhaverbeke, Bart Leten, Isabelle Huys and Hilde Stevens (CIR and pharmaceutical faculty, KUL)
  - Timing: March-August 2011
  - Focus: Patent landscaping and open innovation
  - Case: Orphan drugs (Genzyme); Creax software

- Valuation of Patents
  - Team: Bart Leten, Katrin Hussinger (UM), Dirk Czarnitzki (KUL)
  - Paper “Market value of blocking patents” under review at RP
  - Submission as Vlerick working paper
Some useful references to capture the scope of innovation-related research


Marion Debruyne

My research (on innovation)
What do I do at Vlerick?

- Market Strategy & Innovation
  “The strategic side of innovation and the innovative side of strategy”

- SWIFT Chair in Market Driven Innovation
- Open Program Product Management
- Flanders DC Track chair on Innovation

- Program Director M3

- Marketing course in fulltime & part-time MBA
- Executive programs

- Research Steering Committee
What is my research about?

- Business Model Innovation
- Competitor interdependencies
- Bringing new products to market
What is my research about?

Devolder & Debruyne
Fit and Dynamic Capabilities
SMS Conference, 2011

Business Model Innovation
Competitor interdependencies
Bringing new products to market
What is my research about?

Baert, De Backer, Debruyne, Meuleman, Van Dyck
Business model experimentation
ARF project 2011
What is my research about?

Van Dyck & Debruyne
New pharma business models
In Progress
What is my research about?

Baert & Debruyne
Solutions as business model innovation
Flanders DC project 2011
What is my research about?

Dawar, Debruyne & Pijakova
Big Picture innovation
Flanders DC project 2011
What is my research about?

Debruyne & Reibstein
Competitor see, Competitor Do Marketing Science, 2005
What is my research about?

Business Model Innovation

Competitor interdependencies

Bringing new products to market

Debruyne, Moenaert, Frambach
Using the weapons you have
JPIM 2010
What is my research about?

- Business Model Innovation
- Bringing new products to market
- Competitor interdependencies
  - Devoldere, Debruyne, Frambach
  - Market entry spillovers
  - Work in progress
  - Work in progress
What is my research about?

- Business Model Innovation
- Competitor interdependencies
- Bringing new products to market

Debruyne & Weijters
Usage adoption
Working paper 2010
What is my research about?

- Business Model Innovation
- Bringing new products to market
- Competitor interdependencies

Debruyne & Pijakova
Customer Co-creation
In progress
What is my research about?

- Business Model Innovation
- Bringing new products to market
- Competitor interdependencies

Debruyne & Pijakova
Service Co-creation
Flanders DC project 2012