

Innovation Orientation, Innovativeness and Innovation Success

Herausgeber

Prof. Dr. Holger Ernst

Prof. Dr. Hans Georg Gemünden

GABLER

Editorial	VII
Innovativeness and Innovation Success – A Meta-Analysis	
Alexander Kock, Berlin	1
What a Difference a DV Makes ... The Impact of Conceptualizing the Dependent Variable in Innovation Success Factor Studies	
Rudolf Dömötör, Prof. Dr. Nikolaus Franke and Dr. Christoph Hienerth, Vienna	23
How a Corporate Mindset drives Product Innovativeness	
Dr. Katrin Talke, Graz	47
Innovation Strategy Explored: Innovation Orientation's Strategy Preconditions and Market Performance Outcomes	
Prof. Dr. Ricarda Bouncken, Greifswald, Dr. Michael Koch and Prof. Dr. Thorsten Teichert, Hamburg	71
Facilitating information flow across organizational interfaces for successful innovation projects – the impact of product innovativeness	
Prof. Dr. Sören Salomo, Graz, Prof. Dr. rer. oec. habil. Hans Georg Gemünden, Berlin and Dr. Fabian Billing, Düsseldorf	97
Organisational Culture and Fuzzy Front End Performance in New Product Development	
Prof. Dr. Holger Ernst and Dipl.-Wirtsch.-Ing. Stefan Kohn, Vallendar	123
ZfB · Grundsätze und Ziele	XI
ZfB · Herausgeber/Editorial Board	XIII
ZfB · Impressum/Hinweise für Autoren	XIV