Contents

List of Figures vii
List of Tables ix
Preface x
Acknowledgments xv
Notes on Contributors xvi

1 Symbiotic Innovation: Getting the Most Out of Collaboration 1
   Robert J. Thomas and Yoram (Jerry) Wind

2 Performance Assessment of Co-creation Initiatives: A Conceptual
   Framework for Measuring the Value of Idea Contests 32
   Volker Bilgram

3 Measuring the Success of Open Innovation 52
   Erik Brau, Ronny Reinhardt, and Sebastian Gurtner

4 Can SMEs in Traditional Industries Be Creative? 75
   Jon Mikel Zabala-Iturriagagoitia

5 Scenario-based Learning for Innovation Communication and
   Management 95
   Nicole Pfeffermann and Henning Breuer

6 Social Network Analysis: An Important Tool
   for Innovation Management 115
   Gerhard Drexler and Bernard Janse

7 The Evolution of Mobile Social Networks
   through Technological Innovation 132
   Vanessa Ratten

8 Exploring the Role of Early Adopters in the
   Commercialization of Innovation 151
   Federico Frattini, Gabriele Colombo, and Claudio Dell'Era

9 Managing Communities of Practice to Support Innovation 182
   Stefano Borzillo and Renata Kaminska
vi Contents

10 Joining Innovation Efforts Using both Feed-forward and Feedback Learning: The Case of Japanese and Korean Universities 208
   Ingyu Oh

11 Innovation Management Reflections: A Brazilian Market Perspective 236
   Fabian Ariel Salum, Rosana Silveira Reis, and Hugo Ferreira Braga Tadeu

12 The Global Importance of Innovation Champions: Insights from China 268
   Anton Kriz, Courtney Molloy, and Bonnie Denness

13 The “Frugal” in Frugal Innovation 290
   Preeta M. Banerjee

14 Flexible Working, Mobility and IT Innovation, and ICT in 2012: The Case of Flexible Working 311
   Ramon Costa-i-Pujol

15 Creating an Environment for Successful Innovation: A Management Consultant’s Perspective 327
   Koen Klokgieters and Robin Chu

Conclusion 348
   Alexander Brem and Éric Viardot

Index 355