

INNOVATION MANAGEMENT

'Building on their considerable international academic and practical experience, the editors have produced a must-read volume at the critical intersection of innovation and strategy from multiple perspectives. Overall, this book offers solid economic and social perspectives which keenly inform the formulation of innovation strategy for managers, entrepreneurs, students, and academics.'

Charles H. Matthews, University of Cincinnati, USA

'Managing innovation is undoubtedly key for success in the modern era, but is typically viewed through a few classic best-practices. This book has a more diverse geographical and organizational coverage, which provides new and important insights on the understanding and application of innovation management. It is a well-worth and highly recommended read.'

Jannis Angelis, KTH Royal Institute of Technology and Research Institute of Industrial Economics, Sweden

'An environment and culture of innovation are key factors for companies to succeed in a highly competitive world. The importance of employees with the right mindset and skills plays a major role in this equation. This book provides very useful insights on the role of human resource management.'

Daniel Zinner, Global Mobility Thought Leader and HR Management Consultant, Germany

'Innovation is the lifeblood of an organization. For innovation management, one must address the strategy, product, process, and people components. This new book provides an invaluable contribution to the existing literature looking at innovation management from a worldwide perspective. New insights are gleaned from these case studies and global research perspectives. Keep on innovating!'

Jay Liebowitz, Harrisburg University of Sciences and Technology, USA

Offering a conceptual framework that integrates strategy, product, process and human resource research, this timely book interrogates these four critical and interrelated areas of innovation management. International contributions from leading scholars analyze cases and research from the USA, Japan, China and Brazil as well as a range of European countries, highlighting the successes and failures of key innovation management systems. The book looks at ways to create a sustainable innovation strategy, and how this can be implemented to achieve competitive advantage in the long run.

The suggested integrated framework allows for a sound understanding of influential managerial elements, making this an important read for practitioners hoping to define and renew successfully innovative organisations. Management and entrepreneurship scholars will benefit from the novel insights into innovation strategy explored in the book.

Vida Škudienė is at the ISM University of Management and Economics, Lithuania, **Jason Li-Ying** is at the Technical University of Denmark, Denmark and **Fabian Bernhard** is at the EDHEC Business School, France.

Edward Elgar
PUBLISHING

The Lypiatts, 15 Lansdown Road, Cheltenham, Glos GL50 2JA, UK
Tel: + 44 (0) 1242 226934 Fax: + 44 (0) 1242 262111 Email: info@e-elgar.co.uk

William Pratt House, 9 Dewey Court, Northampton, MA 01060, USA
Tel: +1 413 584 5551 Fax: +1 413 584 9933 Email: elgarinfo@e-elgar.com

www.e-elgar.com www.elgaronline.com

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Vida Škudienė
Jason Li-Ying
Fabian Bernhard

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Edited by
**Vida Škudienė • Jason Li-Ying •
Fabian Bernhard**

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Perspectives from Strategy, Product,
Process and Human Resources Research



NEW HORIZONS IN INNOVATION MANAGEMENT