

New Business Creation

Systems for Institutionalized Radical Innovation Management

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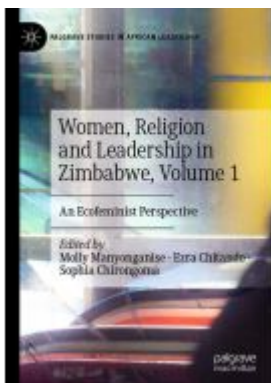
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Details

Established companies are facing an increasingly dynamic and globalized competitive environment. Radical innovations are considered a means to escape this trend. In particular, it is desirable for established companies to institutionalize systems to repeatedly create new business based on radical innovations ("New Business Creation", "NBC"). In six in-depth case studies, Philipp Hartmann identifies design variables for NBC systems and explores related performance measurement activities. In a subsequent cross-case comparison, idiosyncratic observations are synthesized into thirteen propositions. Moreover, two structurally different approaches to NBC are identified and discussed. In addition, the present research thoroughly studies performance measurement activities in the context of NBC activities and finds that they are an essential component that has been insufficiently addressed by existing theory.

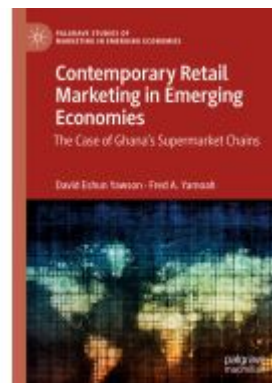
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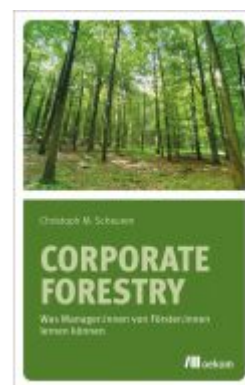
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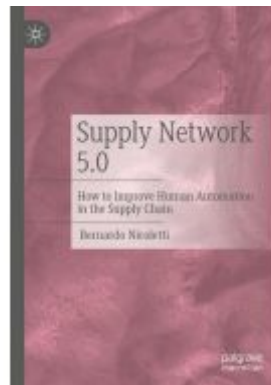
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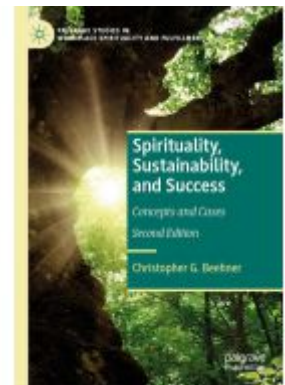
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