
Preface

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Biographical notes: Ferdinando Chiaromonte is General Manager at Studio Chiaromonte Snc, a Company active in the Management Development and Consulting area; Vice President for Research at the International Society for Professional Innovation Management (ISPIM), (where he was President during 1997–2001 period). He is Associate Editor of *International Journal Entrepreneurial and Innovation Management* – Inderscience Publisher and was Professor of Business Economics and Organization in various Italian Universities. He is author of books and papers on Management issues. His professional and scientific interests are mainly focused, since many years, in the area of Innovation Management, where he led multiple projects on assignment of National and International Public Bodies and Private Companies.

Following the track set up with the 2002 Workshop in Rome, Ispim decided to deepen the analysis of the relationship between innovation and success.

According to Polly Rizova statement in his recent paper in the 2006 Spring issue of MIT SMR Journal (Are you networked for successful innovation?) “out of every 10 R&D projects, five are flops, three are abandoned and only two ultimately become commercially successful”.

We don’t know if the statistics are correct, no doubt however that there is nowadays widespread evidence that innovation per se does not guarantee the success of the project or the Company.

In Rome we discussed, as said before, the necessity to shift the experts and scholars attention from the mere innovation process to the results of the (successful) innovation process in our “Successful managerial choices in innovation management: their socio-economic implications” (see the Special Issue of this Journal Vol. 4 No. 4, 2004).

Since then the focus of innovation studies is more and more turning along this path. Just to quote a couple of recent books, in his “The Eye for Innovation” (Yale University Press, 2005) Robert M. Price explains how to use innovation to obtain competitive advantage, while Michael George and alia in their “Fast Innovation” (Mc Graw Hill, 2005) try the best way to answer to the number one question – they say- posed by the Companies’ CEOs “*How can I create an innovation engine that will consistently deliver substantial organic growth?*”

Within this flow of contributions the way in which Ispim is dealing again with this issue is different from that one of Rome Workshop.

We decided this time to focus on a specific and peculiar aspect of the relationship between innovation and success: how to create successfully new products and services.

Accordingly, the papers contained in this Special, and selected among those presented at our Oslo Conference, deal with some of the most relevant among the elements influencing the innovation success.

Ahmad Abdalla starting from a research on the Innovation Management obstacles tries to identify which are the IM methods and tools that better allow to overcome these obstacles and to measure their influence (*Measurement criteria of the relevance of IM methods and tools*).

Bergman, Jantunen, Viljainen and Partanen in their *The exploration of future service innovation in radically changing business environment within the electricity distribution industry*, through the application of a couple of specific methodologies focus on the evaluation of the factors that allow the development and promotion of innovation in a very complex environment.

Bitran, Conn and Torkkeli, use a more operational approach. They present a specific methodology to assess and promoting innovation with its algorithm and software functionalities (*innovationEnterprizer: system for evaluating and managing corporate innovation*).

Ishii and Ichimura turn the attention to Customers Satisfaction. They propose a model aimed at analysing information behaviour in the assessment of user needs (*Information behaviour in value characteristics deployment approach to increasing customer satisfaction by combining product and service*).

Haner and Bakke, starting from the assumption that environment and work organisation influence creativity and innovation, to elucidate this relationship and explore its different mechanisms, present the case study of a large ICT Company (*Proximity, mobility and aesthetics in strategies for innovation management*).

Lampela and Karkainen in their *Systems thinking and learning in innovation process* emphasise the importance of these two specific factors. Learning has become a crucial asset for understanding changes and innovate; systems thinking is widely recognised as an area of growing importance in the process of innovation research.

Sary Kola-Nystrom focus on the definition of framework of strategic corporate venturing that can help established corporations to use corporate venturing as an engine to corporate renewal (*In search of corporate renewal: focus on corporate venturing*).

Tuominen and Antilla through a multi-country comparative study, test (positively) the postulated relationship among business innovation, channel collaboration and value appropriation for firms and value creation for customers (*Discovering business innovation, channel collaboration and value delivery in international research odyssey*).