
Editorial

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Biographical notes: Marina Dabic is a Full Professor at the University of Zagreb, Croatia. Apart of being a grant holder of EU JP TEMPUS Project FoSentHE, she has been a grant holder of several EU Projects. From 2001–2004, she has developed her academic competences at Strathclyde University, Scotland sponsored by EU Tempus individual mobility Grant and bilateral ALIS project. She is a Reviewer for European Science Foundation. Her research areas include innovation, MOT, entrepreneurship, technology transfer and the impact of innovation on CEE countries. She has published more than 100 papers and has been the Guest Editor of several journals. Her research appeared in journals such as *Journal of International Business Studies*, *Journal of World Business*, *European Management Journal*, *Thunderbird Business Review*, *Management Decision*, etc.

“...to stay in place you have to run very, very hard and to get anywhere you have to run even harder.....”

The red queen’s advice to Alice in Lewis Carrol’s, *Through the Looking Glass*

It is with great pleasure that I announce the launch of the *International Journal of the Transition and Innovation Systems (IJTIS)*. *IJTIS* is the very first journal that focuses on innovation systems in transition countries and their role in advancing respective economies. The journals scope is to discuss all aspects of innovation-driven economies and societies with special focus on transition countries and their catch up processes. Catching up innovation and development are a major area of concern for transition countries and for the economic future and growth of both developed countries and transition countries. *IJTIS* provides a systems perspectives from both the transition and the developed world to examine the ways that legal innovative systems works, domestic and international, assists or hinders economic development, and how global agreements and negotiations in particular affect transition countries. For that, we need a network creative approach, their visions and ideas and passion of whole community.

It is of a no surprise to anybody that we are living in a very dynamic industrial world. This dynamism is primarily due to the two main factors and these are: the ever-increasing rate of availability of new technology and the accelerated diffusion of such technology into products and processes. Free trade is not only vital to technology industry, but it is also vital for improving the quality of life in less developed countries. An open policy toward trade will promote democracy and innovation across the globe. The task of competitiveness is becoming a critical activity for many countries and organisations that are experiencing this dynamism.

Different skills will be needed to interact within global community. The globalisation of markets has precipitated many issues that are concerned with the design

of the technological structure of international firms to enable them to compete and grow/compete successfully.

Global competition and innovation are tightly intertwined. Competitive rivalry is an important determinant of industry attractiveness, and is considered to be an engine for continuous innovation. On the other hand, innovation is a fundamental pillar upon which competition is built. Innovation is the process whereby exploration knowledge or research possibly leading to discovery or invention, is transformed by the application of exploitation of the knowledge into commercial products, processes and services that have market value. There is a strong need for linkages to be developed and maintained between industry and research organisations.

At last, but not the least, ownership and control of intellectual property rights in new product development has become critically important. Intellectual property has proven to be the key to the enormous success reflected in the growth of new product industry over the past ten-years. Businesses in transition countries will also require able, enthusiastic and broadly educated people who can quickly master techniques and procedures to intellectual property protection. We are grateful to the authors who contributed papers to this issue and the referees who critically reviewed these papers and provided excellent feedback to the authors. The list of contributing authors and their manuscripts are as follows: Frank G. Adams, R. Glenn Richey Jr., Michael G. Harvey, Chadwick B. Hilton: 'Information, intelligence, and resource advantage: a multi-market multi-theoretic call for research'; Emira Bečić, Jadranka Švarc: 'Smart specialisation: some considerations of the Croatian practice'; Steffen Roth: 'The diaspora as a nation's human capital: crowdsourcing strategies for the Caucasus'; Dafna Kariv: 'Profiling women business founders from opportunity and necessity orientations: a multinational assessment'; Miguel González-Loureiro, Pedro Figueroa Dorrego: 'Intellectual capital on regional innovation systems: toward the momentum of growth rates of business performance'.

A global information source optimisation as rare and substitution-resistant operant resource for the firm is examined in the paper by Adams et al. The paper draws from the global dynamic capabilities theory originating from the need to foster reliable interaction and knowledge diffusion to develop efficient market intelligence mechanism in a hypercompetitive environment. Among others, its potential is realised in the supply-chain management practice and the service dominant logic view of the firm in global business environment where the need to extract localised and customised knowledge and transform it into proprietor stakes for the multinational corporations in the social context becomes a key issue of relationship performance in domestic, emerging and global industry markets.

The Bečić and Švarc's paper explains the concept of smart specialisation which increasingly attracts the interest of policy makers in the European Union to avoid uncoordinated competition of the member states in the same technological and scientific areas. The paper argues that the smart specialisation is a useful policy tool for less developed countries like Croatia to choose the priority areas in science and technological development. The shortage of priorities could lead to disorientation of strategic development and confusion of goals in the long run.

Roth's paper portrays crowdsourcing as an open innovation mean of minimisation of brain drain phenomena of Caucasian countries. The author identifies a model for intra-national open innovation strategy and a crowdsourcing method linking Caucasian society with European innovation societies by examining the two company cases as two

different open innovation concepts. The paper depicts crowd sourcing as knowledge and idea sourcing of diaspora which stimulates a brain drain in the opposite direction.

An intercultural approach is taken upon in Kariv's paper in order to empirically examine the gender differences ascribed to pull (opportunity-driven) and push (necessity-driven) factors in the intercultural setting of 13-developed and transitional economies. The two opposing factors do not show signs of a 'zero-sum' game but suggest that gender per se is irrelevant in determining business success, while necessity orientations are found to negatively and significantly affect business success. An added value of the study is given in a positive effect of a women's confidence on business success relating to the outcome that women founders tend to be more necessity driven than men.

Regarding to the so called triple-helix, a new approach is offered in the paper entitled 'Intellectual capital on regional innovation systems: toward the momentum of growth rates of business performance' by González-Loureiro and Figueroa-Dorrego. These researchers focus in the regional innovation system of Galicia (Spain) from the intellectual capital approach. Its originality relies on the initial focus in micro level (intellectual capital in innovative firms) to find some implications to think about: growth of the activity in innovative firms is explained mainly by the linkages between human capital (the value created by the firm workers) and structural capital (the value created by the proper firm: its technologies, values, culture, organisational elements...).

In summary, in the first issue of *IJTIS* we have tried to combine country specific research and examples on different aspects on innovation increase in transitional economies. By reviewing the given articles, a reader and researcher can develop an understanding on knowledge transfer's impact on transitional economy, economic policies and praxis as well as a scope for the future research in terms of the impact and development of innovative approach and their comparisons in transitional economy.

Acknowledgements

As editor I would like to thank the authors whose papers are included in this inaugural issue. Without them, who have given their time and research energy to the field of *IJTIS* as authors, much of what we have accomplished would not have been possible. All papers included in this special issue have been subjected to a rigorous review process by internationally renowned experts. I extend my thanks to the reviewers for their candid and insightful put to the process.

I am entirely grateful to M. Dorgham, 'visionary engine' for his creative and innovative mindset. Without his support and dedication this new launch journal would not have come to life. Also, I wish to thank Jim Corlett and Inderscience team for their engagement and top class professional support. Finally, I'd like to thank the editors from all around the world for sharing the same vision and for their contribution: my associate editor-in-chief, Darko Tipurić, Advisory Editorial team Professor Michael Harvey and Adrian Zimmermann represents a prime examples of sharing the knowledge and synergy philosophy in practice and I am truly grateful for their support and partnership in this effort.