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## **Editorial**

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Innovators internationally, create the majority of the wealth, new or a fair jump from the existing, while the managers and others tend to preserve it. This growth comes from entrepreneurs leading to creation of employment. These entrepreneurs bestow additional value to old assets, while creating entirely new fountains of capital. The trend is very similar around the world. The question is how innovation and entrepreneurship as nexus concerts to transition management at the firm level. Both young and old firms are engaged in the process of creating wealth, using innovation as a stealth weapon. 'Innovation velocity', i.e., the deliverables matter, as most competing firms will be lost in the 'vortex of innovation' for survival.

In emerging markets, both endogenous and exogenous issues act as driving factors contributing to a firm's growth which need to be closely studied. Firms are undergoing the imbroglio of transition and therefore a strong desire is to augment skills in managing this change as a consequence to disruptive and differentiated market forces.

Thus, it becomes imperative how and why certain firms continuously create and deliver more wealth than others; what is the underlying principle in their transition process? This might lead to interesting discussions as to why confident nations do better than others and what is the underlying cause for such successes in creation of wealth? Strong research is desired in bringing a nexus between innovation-transition management.

Authors have attempted in bridging this gap by contributing validly through their extensive research on innovation and its application in identifying market and firm behaviour. Potential topics include, innovation planning, developing an innovation strategy, innovations at the firm level, exogenous and endogenous issues impacting innovation, uncertainties and risks associated with the innovation process, barriers to innovation, competitive dilemma, creating a culture for innovation, managing change during transition process, transition management, designing the winning organisational structures, when to exit, if at all, from the competition to innovate etc.

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