
Editorial

Marina Dabic

Department of International Economics,
Faculty of Economics and Business,
University of Zagreb,
J.F. Kennedy Square 6, 10000 Zagreb, Croatia
E-mail: mdabic@efzg.hr

Biographical notes: Marina Dabic is a Full Professor of Entrepreneurship and International Business at the University of Zagreb, Faculty of Economics and Business, Croatia. Her research appeared in wide variety of journals including *Journal of International Business Studies*, *Journal of World Business*, *European Management Journal*, *Thunderbird Business Review*, *Management Decision*, *Journal of Manpower* and others. She is the Editor of the *International Journal of Innovation Systems*, Inderscience. Her research areas include entrepreneurship, international business, innovation, management of technology and the impact of innovation on CEE countries. She is a reviewer for the European Science Foundation and Tempus. For her research, she has been granted with Erasmus and Leonardo scholarships. Currently, she is a grant holder of EU JP TEMPUS Project: Fostering Entrepreneurships in Higher Education – FoSentHE. She has been a grant holder of several EU projects. In 2004, she was a Visiting Professor at Strathclyde University, Scotland sponsored by EU.

Technology and innovation management has been defined as the “process of effective integration and utilization of innovation, and a strategic, operational and commercial mission of an enterprise for gaining competitive advantage” (Badawy, 2009). The aim of this issue of *IJTIS* is to offer a holistic view of the resources, tools, techniques, strategies and technologies indispensable for the effective implementation of innovation and learning in countries and organisations. Hence, the issue presents a collection of papers by outstanding academics and practitioners in this field of research.

Additionally, this issue attempts to identify the pivotal policy research where technology policy proves its values with its ‘visible nature’ vis-à-vis market approach, although the visibility is lower than if we use governmental policy approaches. The research papers featured in the issue show a wide range of examples from working values to core competencies from which generalised policy implications can be gleaned. This issue expects to enhance an understanding of the role of the technology policy with different audience groups and in different approaches. The process of innovation entails a number of essential elements that can be linked to social capital and broken down into three groups. The first group includes the resources that can be useful for innovation such as physical resources, knowledge, and opportunities, as well as employees’ and managers’ competencies, i.e., human resources. The second group is made up of dynamic capabilities and skills, i.e., the ability to organise innovation processes when necessary, to heighten creativity, interaction and entrepreneurship – therefore employees should be encouraged to take risks, cultivate curiosity, and pursue their ideals. And the final group of elements is the likelihood of activating those resources and capabilities in order to

introduce the new ones on time, which is the task for institutional support by the environment, the government or the authorities. It is these very elements that eventually foster innovation and result in long term competitive advantage that this issue of *IJTIS* deals with.

The list of contributing authors and their manuscripts are as follows: Elena Zavyalova, Anna Akinshina, Alexandre Ardichvili, K. Peter Kuchinke, Maria Cseh, Zsolt Nemeskéri and Urmat M. Tynaliyev: 'A comparative study of meaning of working and work values in developed and developing countries'; Dell McStay and Michael Harvey: 'Intent of the next generation of family members: 'hard keep'em down on the family farm''; Jisun Kim, Tugrul U. Daim and Timothy R. Anderson: 'Evaluating efficiency and efficiency change pattern of US universities: early stage performance of university technology transfer'; Helena Santos-Rodrigues, Pedro Figueroa Dorrego and Carlos M^a. Fernandez-Jardon: 'The main intellectual capital components that are relevant to the product, process and management firm innovativeness'; and Yasser M. Al-Saleh: 'An empirical insight into the functionality of emerging sustainable innovation systems: the case of renewable energy in oil-rich Saudi Arabia'.

The social capital theory is one of the most popular and most influential concepts that have appeared in the last decade in social sciences (Putnam, 1998; Fukuyama, 2000; Woolcock, 1998; Adler and Kwon, 2002). The concept of social capital has become ingrained not only in scholarly discourse but in the media analyses of social realities and in political programmes and strategies. What is the basis for the success of this scholarly idea whose critics resent its insufficient meticulousness? How come it was embraced by both 'left-wing' and 'right-wing' politicians? After all, how is it possible that social capital is adhered to by economists who are traditionally disinclined to culturological explanations? The answer lies within the analyses of the social and economic development that have, particularly in the case of underdeveloped and developing countries, established that culture, i.e., the specific norms and traditional behaviour and plays a fundamental role in a country's transformation – frequently more important than technology and political stability. In other words, the cultural composition of a given community may embody a collection of obstacles to development and stability, or a generator (and a supporting pillar) of social progress and prosperity. The former group of obstacles refers to the communities lacking social capital and regularly lagging behind in economic, social and political development. Within the European region, the integration of the institutional and the innovation systems puts substantial pressure on cross-national convergence for a high standard of corporate citizenship (Albareda et al., 2007; De Schutter, 2008). In Central and East Europe (CEE), there is less tangible evidence that working values have been high on the business agenda, but nevertheless the accession of ten CEE countries to the EU in 2004 and two more in January 2007 has raised significant concerns regarding working values and innovation approach in these transitional economies (Furrer et al., 2010). The authors, Elena Zavyalova, Anna Akinshina, Alexandre Ardichvili, K. Peter Kuchinke, Maria Cseh, Zsolt Nemeskéri and Urmat M. Tynaliyev, identify a literature gap in their paper 'A comparative study of meaning of working and work values in developed and developing countries' in which they studied a sample consisting of 724 respondents from five countries: Hungary, Russia, Kyrgyzstan, Germany and the USA in applying the meaning of working (MOW) methodology.

Everyone seems to agree that increasing the entrepreneurial activity is important for economic growth however the question then becomes how to achieve this goal. This is

something no one seems to know the answer to, but it is evidently important that family businesses continue to grow and prosper, positively affecting the economic growth of nations through job creation and economic development.

In their paper, 'Intent of the next generation of family members: 'hard keep'em down on the family farm'', Dell McStay and Michael Harvey analyse an interesting entrepreneurship topic on a total sample of 429 survey respondents individuals' investigating their intentions to start and/or enter their own businesses, emphasising the need to create positive entrepreneurial climate and appropriate entrepreneurship facilitating framework as well as to promote entrepreneurship. This article can provide assistance regarding the research of entrepreneurial behaviour with university students; hence, present an added value to our knowledge.

Special attention has been paid in the literature to the characteristics of knowledge-based partnering among firms, universities and other research organisations although the roles played by the universities have gradually changed and evolved with time. While the medieval university looked in retrospect as the university's intention was to store old knowledge the modern university is forward looking and is hence a knowledge mill. Jisun Kim, Tugrul U. Daim and Timothy R. Anderson research the example of a university – how it, through further transformation from knowledge mill to knowledge concentrator, advanced technological innovation and economic development in its region. One of the features of the knowledge concentrator is that it serves as an organisation which extends the borders and collects mediated functions for exchanging tacit and coded knowledge between the academia and the local business operations. Despite the potential importance of university/industry technology transfer (UITT) as a source of revenue to the university and as an engine of economic growth, there has been little systematic analysis of organisational practices in the management of university intellectual property (Siegel et al., 2004). It has been confirmed that Bayh-Dole act has brought research universities closer to practitioners seeking to commercialise university-based technologies. Many nations and regions are currently racing for a new high ground in which the capabilities for innovation – defined in terms such as human capital, investment, quality of ideas and stance to the future – matter more than ever.

In the paper entitled 'Evaluating efficiency and efficiency change pattern of US universities: early stage performance of university technology transfer', Jisun Kim, Tugrul U. Daim and Timothy R. Anderson present 12 different groups of 28 US universities, discuss their organisational setting and tackle the other types of patterns within the area of technology transfer studies.

A growing body of literature has focused on the understanding of culture management in order to unlock the hidden values of knowledge resources available in an organisation and its intellectual capital formation exploring the causal connections between individuals, organisations and national systems with the emphasis on public policy, governance, accountability, the environment, and social and technological change processes. Hence, innovation feeds on collaboration, which finds its sparks in the confrontation of different ideas, perspectives and experiences.

'The main intellectual capital components that are relevant to the product, process and management firm innovativeness' by Helena Santos-Rodrigues, Pedro Figueroa Dorrego and Carlos M^a. Fernandez-Jardon offer an interesting and complex paper that analyses the influence of intellectual capital (human, structural and relational capital) on the product-process innovation and management innovativeness of the firms using the sample of 68 firms working in the auto components sector, established in Northern Spain

and Northern Portugal. It has found that the human and relational capital is positively correlated with the product-process innovations while the structural capital influences the management of innovativeness.

Finally, the author, Yasser M. Al-Saleh, working within an important and promising field of organisational and societal development emphasises the need for applying systems thinking to promote sustainability transitions in the paper entitled 'An empirical insight into the functionality of emerging sustainable innovation systems: the case of renewable energy in oil-rich Saudi Arabia'. Not only does this paper make use of theoretical frameworks that have recently been articulated within the field of innovation systems, but it also provides an empirical examination for the prospects for sustainable energy within oil-rich countries. Despite their significance, the perspective of the oil-producing countries has not yet received adequate academic attention in the arena of sustainable transitions. Several calls have also been made by leading scholars to embed innovation-related issues within studies into sustainability transitions in order to provide a rationale for policy intervention and support for sustainable innovation.

In spite of the different approaches all authors seem to argue that communities need to develop strategies to achieve a knowledge-based, high value-added future. Consequently, the success factors for that goal include community vision, infrastructure, knowledge, curiosity, people, and technology.

At the end of this editorial, I would like to thank Dr. M.A. Dorgham for giving us the opportunity to make this journal a reality.

References

- Adler, P.S. and Kwon, S.W. (2002) 'Social capital: prospects for a new concept', *Academy of Management Review*, Vol. 27, No. 1, pp.17–40.
- Albareda, L., Lozano, J.M. and Ysa, T. (2007) 'Public policies on corporate social responsibility: the role of governments in Europe', *Journal of Business Ethics*, Vol. 74, No. 4, pp.391–407.
- Badawy, A. (2009) 'Technology management simply defined: a tweet plus two characters', *Journal of Engineering & Technology Management*, Vol. 26, No. 4, pp.265–269.
- De Schutter, O. (2008) 'Corporate social responsibility European style', *European Law Journal*, Vol. 14, No. 2, pp.203–236.
- Fukuyama, F. (2000) *Social Capital and Civil Society*, International Monetary Fund Working Paper No. 74, International Monetary Fund, Washington, DC.
- Furrer, O., Egri, C.P., Ralston, D.A., Danis, W.M., Reynaud, E., Naumova, I., Molteni, M., Starkus, A., Darder, F.L., Dabić, M. and Furrer-Perrinjaquet, A. (2010) 'Attitudes toward corporate responsibilities in Western Europe and in CEE', *Management International Review*, Vol. 50, No. 3, pp.379–398.
- Putnam, R.D. (1998) 'Foreword', *Housing Policy Debate*, Vol. 9, No. 1, pp.v–viii.
- Siegel, D., Waldman, D., Atwater, L. and Link, A.N. (2004) 'Toward a model of the effective transfer of scientific knowledge from academicians to practitioners: qualitative evidence from the commercialization of university technologies', *Journal of Engineering and Technology Management*, Vol. 21, pp.115–142.
- Woolcock, M. (1998) 'Social capital and economic development: toward a theoretical synthesis and policy framework', *Theory and Society*, Vol. 27, No. 2, pp.151–208.