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## Editorial

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**Biographical notes:** Eelko Huizingh is an Associate Professor of Innovation Management at the Faculty of Economics and Business, University of Groningen, The Netherlands. He is the Director of Scientific Affairs of The International Society for Professional Innovation Management (ISPIM). His research focuses on the intersection of innovation, marketing and information technology. He has (co)authored over 300 articles, which have appeared in *Technovation*, *Marketing Science*, *Marketing Letters*, *European Journal of Innovation Management*, *International Journal of Innovation Management*, *International Journal of Technology Management*, *International Journal of Entrepreneurship and Innovation Management*, *Decision Support Systems*, *Information and Management* and *Organisational Behaviour and Human Decision Processes*. Recently, Sage published his book *Applied Statistics with SPSS*.

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Welcome to this special issue which is the fourth collaboration of the *International Journal of Technology Marketing (IJTMKT)* with the International Society for Professional Innovation Management (ISPIM), a worldwide established network of innovation management professionals from research, industry and intermediary organisations. ISPIM's goals are to create a worldwide network of excellence in the field of innovation management, to enhance collaboration between its members and to be at the forefront of research on innovation.

The first versions of the papers in this special issue were originally presented at the XXIVISPIM Conference in Helsinki, Finland on 16–18 June 2013. The theme of the

conference was ‘Innovating in global markets: challenges for sustainable growth’. Based on the feedback of the conference, revised articles were submitted to *IJTMKT*, where all papers went through another double-blind review process (in multiple stages).

Five papers have finally be selected which cover different facets of the marketing of innovative technology-based products and services. The first two articles focus on the marketing of technology while two other articles are devoted to new technology product development within a specific market or geographic environment. The last article is dedicated to crowdsourcing, certainly one of the most recent ground-breaking innovation in new product development.

The first article entitled ‘External technology commercialisation and markets for technology in Russian manufacturing industry’. It offers valuable insights as many companies seem to be unable to identify or reluctant to commercialise technologies that they do not use internally. The study examines the external technology commercialisation (ETC) of technologies in Russian manufacturing companies. Results show that, under certain conditions, ETC can increase a company’s returns on investments and its spread of technologies. Companies conducting ETC are also forerunners in strategic cooperation as well as in technology development and acquisition.

The second paper deals also with the marketing of technology. It is entitled ‘Technology versus product innovations – are they like apples and oranges? A comparative study on commercialisation’. This exploratory research compares the commercialisation of technology with the commercialisation of products in a business-to-business setting in order to analyse their similarities and differences. The main result is a comparison matrix between the different commercialisation strategy which improves and enriches significantly the existing analytical model. It provides also some useful ideas for practitioners.

The third article is similarly related to the marketing of business-to-business (B2B) technology-based solutions. Titled ‘Customer-oriented product development process in B2B industry’, it examines show a tighter integration of innovation and marketing activities can fasten the development process of new product. The originality of the paper is that there are many similar researches for companies in business-to-customer (B2C) markets but very few available for companies in B2B markets. The significant outcome of the research is an intriguing stage-gate new process model for integrating marketing and innovation in B2B companies.

The fourth paper is entitled ‘Comparative study on FFE activities between Korean and Japanese NPD projects’. The ‘fuzzy front end (FFE)’, is considered the first stage of the new product development process and covers the period from the generation of an idea to its approval for development or termination. Several studies have highlighted the importance of the FFE as quality, cost, and timing are mostly defined during the front end phase of the development of an innovative solution. But this research is one of the first about the impact of the FFE activities on new product development in East Asian companies and it provides very remarkable results.

The last article whose heading is ‘Cheer the crowd? Facilitating user participation in idea crowdsourcing’ casts a new light on the new phenomena of crowdsourcing as a source of ideas but also expertise and even funds. While existing research has focused on the users and the general characteristics of crowdsourcing, there is still a lack of understanding of how the hosting organisation should organise and govern crowdsourcing initiatives. The paper offers a framework to facilitate the participation of

external crowds in idea crowdsourcing tasks. There is no doubt that it contributes significantly into how to better cultivate the wisdom of external crowds.

In conclusion, we would like to thank Eelko Huizingh, the Director of Scientific Affairs of ISPIM and Steffen Conn, the ISPIM Operations Director who have made possible the making of this special issue. Enjoy your reading and do not hesitate to send us your comments as well as your next academic paper about the marketing of technology-based solutions and innovations.