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New knowledge impacts in designing implementable innovative realities☆

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ABSTRACT

This special issue describes new knowledge impacts in designing implementable innovative realities. The special issue blends contextual information and cognitive knowledge from Global Innovation and Knowledge Academy (GIKA) contributions. The GIKA Annual Conference provides a platform to discuss challenges pertaining to contemporary issues. The 5th GIKA Annual Conference took place at the University of Valencia from July 14 to July 16, 2015. The Journal of Business Research (JBR) is a sponsor journal of the Academy. One of the aims of the GIKA Conference is to select high-quality conference papers for publication in a special issue of the JBR. After undergoing double-blind reviews and revisions, 75 conference papers appear in this special issue, together with the current editorial.

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1. Introduction

New knowledge is one of the antecedents of innovation (Darroch & McNaughton, 2002). Previous studies find that knowledge such as R&D investments and patents can contribute to company values (Blundell, Griffiths, & van Reenen, 1999; Hall, Jaffe, & Trajtenberg, 2005). Wu and Shanley (2009) state that in dynamic environments, companies develop new knowledge so as to keep up with new developments. Jiménez-Jiménez and Sanz-Valle (2011) also recommend that firms should promote the acquisition of new knowledge to foster the development of innovation. Zhou and Li (2012) examine how existing knowledge interacts with knowledge integration mechanisms to affect innovation. Boha, Evaristo, and Ouderkirk (2014) examine how inventors' breadth and depth of knowledge influence innovation in 3 M, a company famous for sustained innovation.

Innovation is a prevailing concept in business (Kim & Huarng, 2011) and is the top component of a business model (Huarng, 2013). Innovation is the single business activity that most closely relates to economic growth (Ribeiro Soriano & Huarng, 2013). Meanwhile, innovation is critical as the global economy seeks to escape from major recession (Huarng & Ribeiro-Soriano, 2014). Ngoa and O'Cassb (2013) show that

innovation capabilities affect service quality and indirectly affect firm performance. Mohamad, Kamaruddin, and Purwanto (2015) examine the interrelationship between different types of innovation capabilities, and evaluate the impact of these innovations capability types on the performance of small and medium enterprises.

In the era of knowledge economy and society (Dean & Kretschmer, 2007), one of the best ways to reach firm competitive advantage comes from continuous technological innovations (Martín-de Castro, López-Sáez, & Delgado-Verde, 2011). On the other hand, innovation is a key source of knowledge-based competitive advantage (Huarng, Yu, & Lai, 2015). The ability to innovate in technology helps to develop knowledge (Mas-Tur & Soriano, 2014). Palacios-Marqués, Ribeiro Soriano, and Huarng (2015) address the relationships between knowledge management and organizational innovation.

Martín-de Castro et al. (2011) state that a new competitive dynamic comes (Díaz-Díaz, Aguiar-Díaz, & DeSaá-Pérez, 2008; Johnson, Neave, & Pazderka, 2002), where firms recognize that new knowledge and learning, and their effective implementation of innovation are key factors in maintaining competitive advantages (Galende, 2006). Global Innovation and Knowledge Academy (GIKA) Annual Conference works with Journal of Business Research for a special issue on 'New knowledge impacts on designing implementable innovative realities'. The purpose of the special issue is to encourage scholars to focus on the research on knowledge and innovation. After two double-blinded reviews, this special issue comprises 75 papers.

The GIKA Conference provides a platform for answering the challenges pertaining to contemporary issues in innovation and knowledge. University of Valencia, Spain, hosts 2015 GIKA Conference during July

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14th to 16th. The GIKA Conference attracts more than 200 submissions and accepts only 150 papers for presentation.

2. Contributions to the special issue

Seventy-five articles in this special issue analyze and explore different aspects of the new knowledge impacts on designing implementable innovative realities in five sections: knowledge process, value creation, information technology (IT) innovation, cooperation and networks, and organizational learning.

2.1. Knowledge process

Users' perceived knowledge and search experience and their interactions have an impact on their search behaviors (Lazonder, Biemans, & Wopereis, 2000; Palmqvist & Kim, 2000; Wildemuth, 2004). Organizational learning practices create a permanent change in organizational knowledge through experiential learning (Holmqvist, 2004). Learning and knowledge creation enable companies to deal with dynamic environments, such as the actual one, and to adapt quickly (Fiol & Lyles, 1985).

The first contribution, by Alkhouraji, Liu, Oderanti and Megicks, proposes new structured knowledge network for strategic decision making in IT innovative and implementable projects. The study investigates the development of a structured knowledge-network model in IT projects to facilitate knowledge sharing and transfer in a multi-organization context. In the next article, "Using serious games to manage knowledge: the SECI model perspective", Allal-Chérif and Makhlof explore serious games to improve knowledge management and benchmarking in a human resource management context. In this way, the authors analyze the serious games of three financial companies to determine how these contribute to the collection, formalization, and dissemination of knowledge and good practices. Cegarra Navarro, Soto-Acosta, and Wensley analyze the structured knowledge processes and firm performance. The authors develop a research model that explores the relationships among knowledge management structures, organizational agility, and firm performance. Festa, Cuomo, Metallo and Festa explore the (r)evolution of wine marketing mix. The authors propose the 4Es (expertise, evaluation, education, and experience) formula on the basis of the knowledge of the consumer/taster. In the next article, Machikita, Masatsugu, and Ueki answer the question "Does Kaizen create backward knowledge transfer to Southeast Asian firms?" The study investigates whether Kaizen practices facilitate backward knowledge transfer to local suppliers from their buyers and if a firm's buyer-transfer knowledge also promotes knowledge transfer to its supplier. In the study of "Effects of big-data analytics and traditional-marketing analytics on new-product success: A knowledge-fusion perspective," Xu, Frankwick, and Ramirez, introduce the knowledge-fusion taxonomy to better understand the relationships among traditional marketing analytics, big data analytics, and new product success. Bhatti, Larimo, and Coudounaris examine the effect of experiential learning on subsidiary knowledge and performance. The novelty of this research lies in focusing on the subsidiary manager as the learning agent. Nath and McKechnie probe into the relationships among task facilitative tools, choice goals, and risk averseness. The authors point out the effect of variable levels of such features on buyers' evaluations of choice goals.

The article "Innovations within knowledge management," by Nowacki and Bachnik, explores the concept of eight processes of knowledge management and identifies three broad categories of knowledge management innovations in an organizational context. Grimmer, Kilburn, and Miles explore the effect of purchase situation on realized pro-environmental consumer behavior by analyzing whether purchase situation explains why customers' intentions do not always align with their pro-environmental purchase behavior (please revise the sentence). Ryan analyzes the "Old knowledge for new impacts" and offers an equity-theory perspective on the perceptions of inequity that can

exist in the comparison of United Arab Emirates nationals in the private sector and in the public sector. Lynch and Jin, in their study "Knowledge and innovation in emerging market multinationals: The expansion paradox" examine the innovation and knowledge strategies that allow emerging-market companies to become international players. Rossi, Cricelli, Grimaldi, and Greco conduct "The strategic assessment of intellectual capital assets". The authors propose an improvement of the framework of Intellectual Capital Assets (ICAs), including a validation phase that aims to encourage managers' commitment to implement actions related to the recommended ICAs. The next contribution by To and Ko, "Problematising the collaboration process in a knowledge-development context" discusses the role of collaboration in development of new knowledge and innovation management using a flow path analytic model to examine the key antecedents and their predictive relationship with organizational performance. Torugsa and O'Donohue analyze the progress in innovation and knowledge management using a sample of highly-cited journal publications. Finally, Xie, Fang, Zeng, and Huo answer the question "How does knowledge inertia affect firms' product innovation?" by identifying three dimensions of knowledge inertia (procedural, learning, and experience) and their relationships with product innovation.

2.2. Value creation

Prior literature attributes the service provider's ability to influence customer value creation to co-creative interactions (Echeverri & Skålén, 2011; Prahalad & Ramaswamy, 2004). Value creation takes place in an interactive usage process through which the customer becomes better off in some respect (Grönroos & Voima, 2013), according to the subjective judgment of the customer. As Gupta and Lehmann (2005) observe, value creation has two sides: value for the customer and value for the supplier. Value for the supplier requires the creation of value for the customer.

Cossío-Silva, Revilla-Camacho, Vega-Vázquez, and Palacios-Florencio link value co-creation to customer loyalty in their article. The authors examine value co-creation and its effect on loyalty toward the organization from both the attitudinal and behavioral viewpoint and from a customer's perspective. Alves, Fernandes, and Raposo work on "Value co-creation". The authors identify, within a bibliometric analysis, the main perspectives and contexts of the usage of the term co-creation of value in business and management existing in the Web of Knowledge database. The next contribution, "A preemptive power to offensive patent litigation strategy: Value creation, transaction costs, and organizational slack," by Chen, Liu, Liu, and Huang, analyzes how the preemptive power is most important to a firm's offensive patent litigation strategy through two key mechanisms. Holloway, Eijnatten, Romme, and Demerouti develop actionable knowledge on value crafting by a design science approach. The authors develop an intervention tool for crafting work using organizational values, called value crafting. The next contribution by Leal-Millán, Martelo-Landroguez, Cepeda-Carrion, and Leal-Rodríguez is "Absorptive capacity and value in the banking industry: A multiple mediation model". This study focuses on the relationship between absorptive capacity and value, proposing a multiple mediation model to analyze this relationship. Rey-Martí, Ribeiro-Soriano, and Palacios-Marqués build "a bibliometric analysis of social entrepreneurship". This article uses the Web of Science database to determine the research areas with the greatest research output, the countries and languages responsible for most social entrepreneurship research, the year in which research on social entrepreneurship began, the journals that publish most research, and the most relevant authors to have published research on social entrepreneurship. Bu and Park tackle the issue "Are consumers in collectivist culture mostly indifferent to sports lesson programs?" This research proposes to adopt Kano fuzzy model to minimize the overriding effect of 'indifferent' Kano category. Amara, Halilem and Traoré work on

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