

Stephen E. Little • Frank M. Go • Teresa Shuk-Ching Poon
Editors

Global Innovation and Entrepreneurship

Challenges and Experiences from East and West

palgrave
macmillan

Foreword

This book could not arrive in a more timely fashion. Whilst the effects and consequences of globalisation in the political, social and cultural domains have continued to be extensively debated among scholars and commentators, economic globalisation has gone largely uncontested. Increasing global interconnectivity complemented by the deregulation of international trade, investment and capital movement for economic growth and prosperity has become the dominant public discourse of the past decades. Scepticism about the scale and scope of economic globalisation remained limited to critical academics and business elites where alternative models of an international economy and governance have been advanced. However, recently, this discourse of boundless economic globalisation 'for the benefit of all' has come to be challenged. The crisis in the economic globalisation discourse indeed has generated alternative models of globalisation that are inclusive of social and cultural dimensions.

The discourse on economic globalisation was nurtured by the rise of Northeast Asia as a major player in world economy. The 'Asian Miracle' was basically hardware-driven: Japan, South Korea, Taiwan and China are home to manufacturing powerhouses such as Sony, Samsung, Acer and Haier. However, Asian countries swiftly caught up with the West, combining successful participation in the global economy with the development of highly sophisticated service enterprises, which provided access to resources required for a profitable connection to the wider world.

East Asian countries were the frontrunners in information technology spawning the first digital revolution. Underlying the second digital revolution—which is currently in progress—is the supply of digital content and services. The significance of this second digital revolution extends far beyond economic growth and is already emerging as a magnificent social and economic force. Innovations are driven by entrepreneurs creating new tools, concepts and forms of expression. East Asian countries, for example, dominate the production of the world's digital gadgets. Pokemon, Hello Kitty and animation from Japan and K-pop from Korea are among the most imaginative digital innovations that mark the emergence of East Asia as a cultural superpower. These products successfully attract audiences in North America and Western Europe. In aiming to enhance people's social experience or self-perception, software innovation requires a deep understanding of people and culture and about managing social and supply chain networks around them. Issues of regulation and control are the challenge for future business leaders and governments.

The various contributions to this book analyse the growing and deepening global connectedness through the lens of innovation and entrepreneurship. These contributions provide evidence that the knowledge-intensive industries play a substantial role in the transfer of technology, international trade and business practices within and between Western and Asian. The declining emphasis on traditional power structures favours talented creators with a taste for diversity and new cultural combinations. Processes of globalisation have shifted focus away from hardware to soft power. It is at the intersection of technology and culture where innovations sprout. The book's strength in dealing with the challenges of this new global economy is underpinned by a truly international and interdisciplinary range of contributors with a mix of academic expertise and professional experience.

Heidi Dahles
September 2016

Head of Department of International Business and Asian Studies,
Griffith University, Brisbane, QLD, Australia

Acknowledgments

Thanks are due to all the busy authors who agreed to contribute to this anthology and whose support has been truly invaluable during the editing process of this book. Thanks are also due to the many colleagues who have influenced the editors through a range of organisations and associations including the Asia-Pacific Technology Network, Asia-Pacific Researchers in Organization Studies, Chatham House, Design Research Society, European Group for Organizational Studies, IFIP Working Group 8.2 Information Systems and Organizations, International Sociological Association, Odyssey Group, and Regional Studies Association. We are grateful to Piero Cruciatti and Roland Nagy for their agreement to let us use the image for the book's front cover. Last but not least, we acknowledge the ever-present and unfailing support of the Palgrave MacMillan's Scholarly Business and Management Publishing staff, in particular Madeleine Holder, Assistant Editor, and Liz Barlow, Commissioning Editor, who, like the examples in this book, are fully engaged with potentially disruptive technologies as both innovators and entrepreneurs.

Contents

1	Introduction: From International to Global	1
	<i>Stephen E. Little, Frank Go, and Teresa Shuk-Ching Poon</i>	
Part I	Negotiating Innovation	19
2	Managing Innovation Process: A Structured, Simulation-Based Approach	21
	<i>Murthy Halemane, Felix Janszen, and Frank Go</i>	
3	Complex Adaptive Systems and Strategy as Learning	43
	<i>Ysanne M. Carlisle and Elizabeth McMillan</i>	
4	Informal Institutions and the Geography of Innovation: An Integrative Perspective	61
	<i>Xuesong Geng and Kenneth G. Huang</i>	
5	Global Networks, Open Innovation and Entrepreneurial Firms	79
	<i>Stephen E. Little</i>	

Part II	Positioning Within Global Networks	93
6	Development Through Innovation: The Case of the Asian Apparel Value Chain <i>Kenta Goto</i>	95
7	Breakthrough Innovations by Locally Embedded Start-Ups and SMEs in a Global Network <i>Ad Breukel and Henk Zeegers</i>	113
8	Setting a Benchmark for Excellence: A Case Study of a Chinese and UK Collaboration Based on the WorldSkills International Standards Model <i>Sally Messenger, Jenny Shackleton, and Emma Shackleton</i>	139
9	Seven Rules for Creating a Successful Global IT Service Organization <i>Ronald Israëls</i>	157
Part III	Creating Value in Chains and Networks	173
10	India–EU Industry Value Chains: Perspectives and Evidence from Textiles and Software Industries <i>Amitendu Palit and Deeparghya Mukherjee</i>	175
11	A Dynamic Perspective on Innovation and Business Model: A Case Study of the Inkjet Printer Industry <i>Masatoshi Fujiwara</i>	191

12	Leveraging the Changing Value Chain Structure of the Mobile Gaming Sector: A Case Study of Gameport Hong Kong	211
	<i>Teresa Shuk-Ching Poon and Sam Chin-To Chan</i>	
13	Re-developing Knowledge Creation Capability: Innovating in Indian Pharmaceutical Industry under the TRIPS-Compliant Patent Regime	229
	<i>Dinar Kale</i>	
Part IV	Maintaining Identity as a Resource	249
14	How Classical Orchestras in Europe Adapt to a Changing Environment	251
	<i>Stefan Rosu and Edbar Zaman</i>	
15	Legacy of Hallmark Events: Cross-Cultural Analysis Among Emerging Destinations	273
	<i>Remco M. Beek and Frank Go</i>	
16	Conclusion	315
	<i>Stephen Little, Frank Go, and Teresa Poon</i>	
	Subject Index	321
	Countries and Location Index	329
	Company and Organisation Index	331