

Innovation Processes and Business Creation (IPBC)

A Research Theme within Research for Innovation

–the overarching strategic research programme at Halmstad University, with support from The Knowledge Foundation

Innovation Processes and Business Creation (IPBC) are Necessary but Difficult

- To survive and prosper, firms need to adapt to the rapidly changing global environment by introducing new products, services and processes on the market, interact with customers and users, innovate and internationalize their businesses and transform their industries and their business eco-systems.
- Established firms find it problematic, time consuming and risky to create and launch new business models as managers and employees suffer from lock-in to their existing mental models, skills and routines, as well as to their existing customers, suppliers and distributors.
- Startups suffer from a lack of financial and human resources, find it difficult to diversify their product portfolio and enter new unfamiliar markets and tend to underestimate the time and cost of creating a sustainable revenue stream,

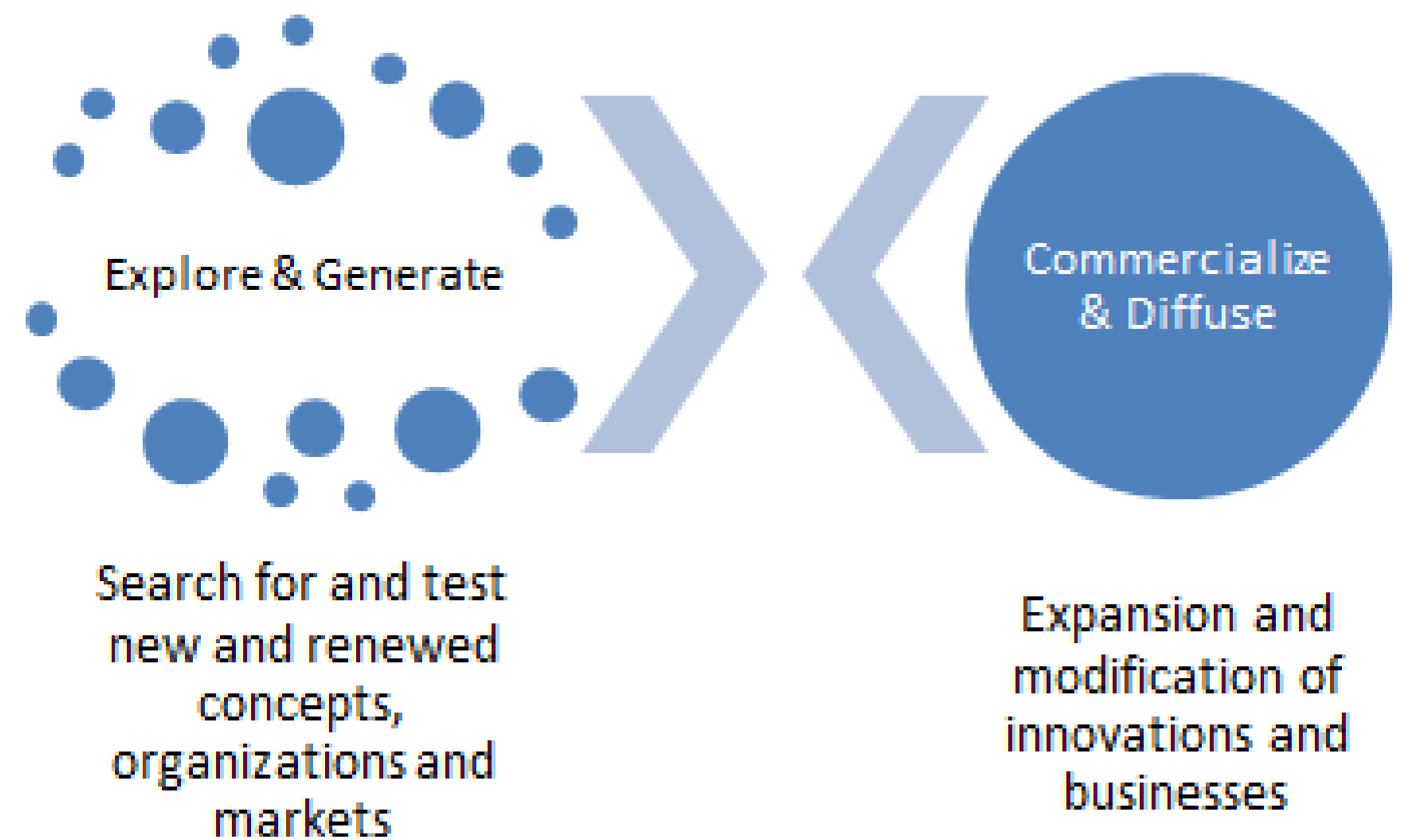
Purpose and Long-term Goals

- To establish a “One Stop Shop” for firms in terms of analyzing and managing innovation processes and business creation and renewal.
- Become world leading on co-evolutionary process research where new products, processes or services are developed and launched together with firms.
- Create a systematic approach for co-production of organizational and innovation process research between industry and academia. This relates to during what circumstances, how and why new products, services and processes are initiated, generated and diffused.

Research Areas and Methods

We have extensive experiences of collaboration with enterprises in our research, empirical “clinical” implementation as well as related education and training activities. The approach is dominated by case studies, interviews and workshops, complemented by quantitative studies.

The research includes the innovation phases of exploration and initiation, development, and commercialization and internationalization.



Status and Development Plans

- Retain the world-leading position on firm internationalization.
- Expand the very promising business model innovation and co-evolutionary research.
- Create internationally renowned construction innovation research.
- Create critical research mass in firm & university start-ups and green innovation.

Important Results

- Scientific publications presented in leading journals.
- PhD, licentiate and master theses.
- Proven improved business models for participating companies.
- Influenced Swedish small and medium sized firms and policy decision-makers.

Key Funding Sources

KK Foundation, Vinnova, the Swedish Research Council, Lundberg Foundations, STINT, Linneus-Palme.

Contact Information

Magnus Holmén, professor - magnus.holmen@hh.se
 Svante Andersson, professor - svante.andersson@hh.se
 Mike Danilovic, professor - mike.danilovic@hh.se
 Pia Ulvenblad, PhD - pia.ulvenblad@hh.se
 Kristian Widén, associate professor - kristian.widen@hh.se