

The Corporate Startup

Elgar Encyclopedia of Corporate Entrepreneurship and Intrapreneurship 9th International Conference on Mobility, IoT and Smart Cities Venture Clienting Creating Innovation Spaces Inter-Organizational Ambidexterity in Resource-Constrained Organizations Scaling-Up Corporate Startups The Corporate Startup Startup Program Design: A Practical Guide for Creating Accelerators and Incubators at Any Organization Entrepreneurship and Small Business in a Changing Competitive Environment Entrepreneurship Designing the Successful Corporate Accelerator The Sociopolitical Dimension of Entrepreneurship. Founding Motivation of Engineers in Germany Scaling Together Research at the Marketing/entrepreneurship Interface Hacking Digital: Best Practices to Implement and Accelerate Your Business Transformation Frontiers of Entrepreneurship Research Research in Finance Winning Together Eight Success Stories in Interactive Marketing Chemical Week Véronique Bouchard Lucia Knapcikova Tobias Gutmann Volker Nestle Johannes Busold Ralph-Christian Ohr Tendayi Viki Paolo Lombardi Marc H. Meyer Jules Miller Cedric Crecelius Siddharth Bannerjee Michael Wade Andrew H. Chen Valerie Mocker

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this encyclopedia is a comprehensive and original resource that offers insight into how entrepreneurial practices are initiated supported and sustained within firms it traces the field s evolution from foundational theories to current debates on governance legitimacy purpose and performance analyzing key concepts methods roles and organizational settings entries explore both established frameworks and emerging frontiers to equip readers with the tools to navigate the complexities of corporate entrepreneurship

this proceeding features papers from eai mobility iot 2022 the 9th international conference on mobility iot and smart cities which took place december 15 16 2022 bratislava slovakia and online the conference focuses on innovative technologies influencing industry and connectivity sectors in industrial urban social and sustainable development the papers cover many topics in mobility including car manufacturing e mobility smart cities smart factories industry 4 0 smart logistics social mobility technological innovations sustainability multicultural development internet of things sectors etc the papers are applicable to researchers academics students and professionals

venture clienting provides a practical step by step guide to how organizations can drive innovation and unlock value through venture clienting venture clienting enables companies to tap into new technologies business models and ideas and foster a culture of agility and growth this book presents a set of frameworks tools and methodologies designed to help readers master venture clienting in their organizations it takes a deep dive into the fundamental building blocks of venture clienting exploring everything the reader needs to systematically build and run a successful venture client unit from strategy and organization to infrastructure communication process enabling processes governance and control culture and stakeholder management the book delves into the practicalities of each component venture clienting answers key questions such as how can you build effective venture client units what are the secrets to running a venture client unit that is lean agile and cost efficient what are the key challenges in venture clienting and how can they be overcome it is packed with practical insights examples and cases such as the microsoft and openai moonshot partnership bsh startup kitchen and avl empower your business to innovate faster and more efficiently with this essential guide for companies and startups seeking to drive strategic growth through venture clienting

this book offers fresh impulses from different industries on how to deal with innovation processes authors from different backgrounds such as artificial intelligence mechanical engineering medical technology and law share their experiences with enabling and managing innovation the ability of companies to innovate functions as a benchmark to attract investors long term while each company has different preconditions and environments to adapt to the authors give guidance in the fields of digitalization workspaces and business model innovation

in today's dynamic business environment resource constrained organizations such as smes and startups must navigate the dual demands of exploration and exploitation to achieve ambidexterity a critical capability for business survival and success this book examines how such organizations can use strategic alliances to benefit from ambidexterity in an empirical study 15 case studies of strategic alliances between established organizations and startups are analyzed based on numerous expert interviews with ceos founders and managers by collaborating corporates can benefit from the innovative strength of startups while startups can benefit from the corporates networks and reputation however these collaborations often prove challenging the author develops an empirical model that identifies key antecedents of alliance success this model sheds light on critical elements such as power imbalances and provides actionable insights for fostering effective and mutually beneficial collaboration this book is essential for entrepreneurs corporate leaders and researchers

interested in ambidexterity strategic alliances and corporate startup partnerships

this book focuses on one question how can large companies generate business impact from non incremental innovation the situation seems paradox winning in non incremental innovation should be the domain of large corporates not of greenfield startups yet 7 out of 8 corporate startups do not generate business impact and the media is full of stories that greenfield startups are attacking and even disrupting incumbents to stack the odds for success large corporates have tried to emulate the methods and approaches of greenfield startups they set up explorative innovation units called innovation centers incubators accelerators digital labs innovation outposts fab labs maker spaces etc around the globe there are more than 600 of these but returns on innovation are decreasing despite increasing investments into innovation so apparently there is a problem we think that the root cause and hence the archimedean point for solving the problem lies in one part of the end to end innovation process corporates need to think one step further beyond their explorative innovation units they need to actively shape the phase that comes after a promising innovation concept has been found and validated we call this phase scaling up in this phase business impact is generated success in this phase requires an orchestrated interplay between the corporate startup and the core organization built on a solid methodology the book is written for top managers and members of the board who are concerned about the business impact that their innovation investments create it is also written for corporate practitioners working in explorative innovation units in corporate innovation management corporate research group technology corporate strategy corporate in house consulting or in comparable functions and we also had senior management from business units bus in mind when we wrote this book with excellence in scaling up a corporate startup has the entrepreneurial momentum of a small company and by leveraging the assets of its parent company an unfair advantage in the innovation race with every successful corporate scaleup the company not only increases growth ebit and market cap it also actively reshapes its core business for tomorrow without excellence in scaling up validated innovation concepts will not generate business impact in other words if a company is not good in scaling up all work done in the ideation and validation phases is just a costly hobby this book draws on our extensive consulting experience in this space and is co written with our clients we assembled a cross industry peer group of well known large european companies all of them widely seen as good innovators or even innovation leaders in the process the group members analyzed relevant research shared their good practices developed and validated methodological frameworks and helped each other in peer coaching the reader of this book can benefit from the peer group s work and findings some readers might be more interested in how to methods others more in practical experiences this book contains both it is organized in four parts part 1 understand provides the thinking framework for excellence in scaling up part 2 prepare takes a closer look into the phase that precedes scaling up part 3 scaling up presents the framework for effective scaling up that the peer group has co created part 4 building the organizational capability features real life cases on how bp robert bosch orange six telefonica trumpf and tÜv rheinland are aiming for excellence in scaling up

design and execute a powerful startup program that delivers value for all parties involved startup accelerators business incubators hackathons these are the

hallmarks of the innovation ecosystem development practices used to discover launch and scale the most forward looking startups of the last decade if you want to adopt these approaches to your own business but aren't sure how to implement them now is the time to master the practices of today's most successful early stage investors in startup program design two seasoned veterans deeply versed in startup engagement programs provide you with the tools to introduce open innovation practices to your organization while other books on innovation management tend to be conceptual at the expense of hands on experience startup program design is a practical manual vertically focused on preparing the organization identifying the right strategy and designing an attractive and effective offer filled with real world examples interviews with program managers lessons learned and diagrams and canvases that outline a step by step logical sequence startup program design points you toward results that are scalable and repeatable whether you're an innovation manager executive consultant service designer business owner or startup community activist this first of its kind guide offers a radical new framework for true innovation

this book shows students how to build successful new enterprises to conceive plan and execute on a new venture idea based on research findings the authors own experiences and their work with dozens of young entrepreneurial companies the book shows how innovation is inextricably linked with entrepreneurship it breaks down all the key steps necessary for success provides in depth cases of companies from a variety of industries with a focus on technology firms and includes reader exercises at the end of each chapter that can be used for team activities

accelerators can be powerful tools to build and transform businesses in a short period of time which is why they have spread like wildfire in the corporate world designing the successful corporate accelerator gives readers the tools to design create and manage successful corporate accelerators that achieve results time and time again authors jules miller and jeremy kagan are seasoned professionals in this space and combine global market research interviews with accelerator leaders and their own experience launching and running accelerators to share what works and what doesn't the first half of the book takes a broader look at corporate innovation as a whole and how accelerators fit in then the second half offers practical advice for how to launch run and manage world class accelerator programs perfect for executives employees founders investors intrapreneurs and entrepreneurs designing the successful corporate accelerator is a practical guidebook for anyone with a passion for corporate innovation and entrepreneurship

bachelor thesis from the year 2016 in the subject business economics general grade 1.3 otto beisheim school of management vallendar chair of innovation and organization language english abstract this bachelor thesis investigates the reasons why german engineers are apparently not engaged enough in startups as the core research question the thesis seeks to determine the universal founding motivators and evaluates these factors in regard to their impact on the job decision of engineers the first section is devoted to clarify relevant terms and to prove the general importance of the research approach after defining the boundaries the second chapter prepares possible hypotheses on the founding motivation supported by professional literature these motivators

are further discussed in the third section with reference to personal expertise of engineering students politicians guiders and founders this part is dedicated to analyze the actual importance of each motivator for engineers and to develop first recommendations the conclusion summarizes the findings and outlines a short action plan for political decision makers to enhance the founding motivation of german engineers at last a personal reflection reviews the thesis and sets the research question into a broader context apart from that the thesis concentrates on sociopolitical motivators of founding and mainly excludes financial aspects since they are not of major significance for the topic and have been sufficiently discussed in other literature

improve your business performance through digital transformation digital transformation has become commonplace across public and private sector organizations and yet most struggle to achieve tangible results from it many make avoidable mistakes or fall into simple traps along the way written by a team of global digital transformation thought leaders hacking digital provides practical advice and information that you need to successfully transform your organization hacking digital is organized into six easy to follow sections initiating your digital transformation setting up the right organizational dynamics working with the outside world creating value in new ways leading people and organizations anchoring and sustaining performance how do you create a sense of urgency how do you set up digital governance how do you create successful digital offerings how do you manage the relationship between digital transformation and it how do you scale digital initiatives hacking digital answers these and many other questions you need to transform your organization and seize a competitive edge for years to come hackingdigital.org

this volume contains contributions on a range of important issues in current financial research topics include the performance of fixed income mutual funds in different economic states the determinants of long term excess performance of the adrs on the nyse the models for forecasting the euro us dollar exchange rates and the u s mutual funds movements the fragmentation in day and night markets the market reactions of the u s listed foreign banks to the passage of the glb act of 1999 the upper bounds for american options the spread based models for the valuation of credit derivatives the empirical evidence on the evolution of corporate borrowers the determinants of private debt source and the underlying causes and resolution policies for the systematic banking crises a valuable addition to the research of finance contains contributions from key figures the world of finance offers broad coverage

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