Introduction

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Innovation has become a buzzword in the 21st century with the idea of creative destruction launched by J.A. Schumpeter being the main base for evolutionary economics. However, new institutional economics helps to understand the necessity of support given to entrepreneurs and innovators from science and administration to reduce the risk of launching innovations. This book is devoted to selected ideas of innovation management as well as institutions supporting innovation processes such as green entrepreneurship, helix models including role of universities in innovation process, quality management, crowdsourcing and financing innovations.

The first chapter is devoted to understanding the nature of innovation management, created on the innovation model. It will identify the evolution of innovation processes leading to new innovation paradigms, based on networking and openness. Desk research was used as a methodology herein to demonstrate the differences between six types of innovation processes and the resulting ten types of innovation.

The second chapter is devoted to understanding the impact which intellectual capital has on innovation management and illustrates it using the example of PuppTech Inc., a technology start-up working on environment-monitoring technology to protect the wellbeing of pets in vehicles. The goal of this chapter is to use PuppTech as a tool in the exploration of the impact intellectual capital and its protection has on innovation management within start-ups.

The third chapter aims to provide a better understanding of “Knowledge Mobilisation” as one of the prerequisites for innovation, and, in some contexts, an enabler of innovation. The chapter presents the essence and specificity of knowledge mobilisation (KMb) for innovation, and elaborates on the process of transferring knowledge (usually from formal research institutions such as universities) into active use by business organisations. It also provides a comprehensive literature review of KMb definitions as well as some institutional solutions for the issue.

The fourth chapter reviews the role of higher education institutions in developing innovation skills among university students. Through a literature review a list of 18 competences which are a good compromise between the requirements for standardization and the multifariousness of innovation competences was developed. The chapter is then rounded up with some practical recommendations for higher education institutions regarding the development of innovation skills amongst its students.

The fifth chapter presents the issue of quality in customer relationship management and attempts to reformulate the concept of normative quality (quality based on norms and standards) into the concept of relational quality (the perception of quality from a customer's perspective). It also demonstrates the extent to which the implementation of the quality management concept in an enterprise affects the process of continuously improving cooperation with broadly understood stakeholders.

The main objective of the sixth chapter is to present the concept of open innovation in a theoretical aspect as well as practical terms, on the example of the service station sector in Poland. For this, the authors conducted research on a sample of adult poles responsible for the management of petrol station facilities in Poland.

The seventh chapter is devoted to the issue of green entrepreneurship. The purpose of this chapter is to indicate the importance of green entrepreneurs in the quintuple helix model with a supportive role of sustainability-oriented innovation intermediaries. In order to create a detailed review of the critical points of current knowledge on the relationship between both aggregates, a systematic literature review was carried out. Thereby, the arguments based upon broadly accepted facts are presented and systematized.

The eighth chapter of the book is dedicated to a review and examples of use of crowdsourcing in marketing. In it, the authors define the concept, present models, its applications, key success factors and present examples of its use. In order to achieve the objectives, desk research and the case study method were used.

The final chapter helps to understand the issue of financing innovations and the financial constraints that many young fast-growing companies face. The purpose of this chapter is to determine selected sources of capital that is available for innovative startups, at different stages of their development while emphasizing their importance for the economy. Based on the literature review conducted across 73 research papers, reports and statistical documents, this chapter sheds new light on advantages and disadvantages of different financing options.

We end the introduction on this note and hope that this book will prove useful for students studying Innovation Management, those working in R&D departments as well as as enthusiasts of innovation.

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