

Innovation and Entrepreneurship Theory and Practice

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Abstract

This is the fifth edition of the mini track on innovation and entrepreneurship theory and practice, and we are pleased with the number of submissions despite the conference being limited to a published proceedings and limited online presence. Of particular importance to this track is the connection with knowledge management, creation and sharing. Entrepreneurs often create knowledge but fail to take advantage of it as their organizations expand. Innovation should be a repeatable activity if the proper knowledge is captured for future use. This track continues to explore drivers of innovation and entrepreneurial startup activities in emerging industries, geographical and cultural elements.

1. Introduction

This year's mini-track focuses on a wide variety of issues related to knowledge management in startup companies that drive innovation. The papers in this year's pool span several industry areas including fintech and digital agriculture. Most of this work utilizes surveys to identify the links between innovation and the use of data in entrepreneurial organizations.

The work by Mamonov in the mini-track examines the role of information technology in the financial technology (Fintech) sector in Europe. Fintech is defined as the design and delivery of financial products and services through technology. In particular, the authors examine the enabling role that information technology plays with respect to entrepreneurial startups in Fintech. This work examines how information technology supports and builds innovation in financial technology organizations. It also delves into the types of IT-enabled innovations which can disrupt existing financial services. The paper shows, as one would

suspect, that IT plays a crucial role for a financial technology startup company. It allows for coordination of business processes as well as providing key services to customers.

The paper by Eshet and Harpaz in the mini-track focuses on the relationship of employee traits and both innovation and performance in the company. The work shows a significant correlation between extraversion and agreeableness and the behaviors of employees with respect to their use of knowledge assets in productive manner. In particular, this behavior would include assisting others, volunteering, and similar functions that serve to influence increase productivity and result in more effective teamwork. This work was based on the Five Factor model which divides a personality into five categories. The work then used a survey in order to determine which categories had an impact with respect to successful knowledge management. The work proposes that the identification of agreeableness and extraversion in employees would allow incentives to be derived for such employees and more effectively utilized to promote innovation and successful knowledge management.

The accepted paper of Schirmer, Eber, Florez, and Bourdon in the mini-track examines innovation and in an important, but sometimes overlooked, sector of a country's economy: agriculture. Specifically, the work focuses on how technical advancements assist and enhance the viability and success of agricultural startup companies. In particular, this paper expands the understanding of "digital agriculture" or "smart farming" with respect to how the business models of fledgling companies are built cutting edge technologies. Business model patterns (BMPs) are put into categories and the work identifies those patterns that can be broken down further. This specific category of solution business model patterns, SBMPs, are shown to drive innovation in agricultural startup companies. Eighteen SBMPs are identified for digital

agriculture which were successfully leveraged by the companies surveyed.

The paper by Eber, Schirmer and Bourdon also was accepted in the mini-track. This work focused on the use of data in business models for startup companies. They surveyed several hundred late-stage startup companies in order to identify data-driven business model patterns. Their goal was to identify patterns that ultimately would assist managers in increasing productivity and enable employees to overcome cognitive barriers in the innovation process. Their work expands the current body of literature on data driven business model patterns (DDBMPs) across a variety of startup company types. DDBMPs identified in this work can significantly support managers with their goal of becoming more efficient in innovating their business models.

Finally, Konys in *“Linking Information Technology and Entrepreneurship: A Literature Review”* examined over 900 research articles that contained links between the two. It was noted that the role that IT plays across a wide variety of industries made it the subject of much research in its relationship to the successes and failures of entrepreneurial organizations. In the process of the literature survey, several topics were identified that could be then linked to their IT relationship. Not only was this work conducted in a very rigorous and systematic fashion, but its scope of coverage gives it a good deal of influence and application.