Editorial:
Insights

Chris McPhee, Editor-in-Chief

Welcome to the August 2015 issue of the *Technology Innovation Management Review*. In this issue, authors from Canada, Finland, Palestine, India, and New Zealand present insights about enterprise gamification; business, knowledge, and innovation ecosystems; technological public–private innovation networks; women entrepreneurship in developing countries; and strategy communication.

In the first article, **Umar Ruhi**, Assistant Professor of Information Systems and E-Business Technologies at the Telfer School of Management at the University of Ottawa, Canada, adapts the mechanics, dynamics, and aesthetics (MDA) framework for enterprise gamification. The framework illustrates how gamification leverages human psychology using technology platforms and motivates individual behaviours that drive organizational outcomes. Based on the presented framework, the article includes guidelines for the management of gamification initiatives and the design of gamification applications.

Next, **Katri Valkokari**, Principal Scientist at the Technical Research Centre of Finland (VTT), examines the ecosystem metaphor as it is applied in the concepts of business, knowledge, and innovation ecosystems. The article describes each type of ecosystem and how they differ in terms of their outcomes, interactions, logic of action, and actor roles. The analysis is intended to help practitioners understand what different forms of interactions may be required in different ecosystems.

Morrar Rabeh, Assistant Professor of Innovation Economics at An-Najah National University in Nablus, Palestine, examines the literature on innovation networks to develop a conceptual framework that describes the structure and mechanism of interaction in technological public–private innovation networks, or TechPPINs. The framework shows the innovation process as an outcome of a collaborative relationship between heterogeneous public and private actors to produce new technological outputs.

Then, **Hina Shah**, entrepreneur and Director of the International Centre for Entrepreneurship and Career Development (ICECD) in Ahmedabad, India, and Punit Saurabh, Senior Faculty Member at the ICECD, share insights about women entrepreneurship development programs in developing nations. Specifically, they examine the challenges and regional variations facing women entrepreneurs in South Asia and identifies nine areas where such programs can be strengthened towards the ultimate goal of poverty alleviation.

Finally, this issue includes a summary of a recent TIM Lecture presented by **Stephen Cummings**, Professor of Strategic Management at Victoria University of Wellington in New Zealand. Cummings presented some of his recent research into strategic management and creativity, emphasizing why leading creative organizations (or organizations that seek to be creative) should map their strategy graphically. Part of the lecture was based on the approaches that Cummings and his colleague Duncan Angwin developed in their new book *Strategy Builder: How to Create and Communicate More Effective Strategies* (2015). A discount of 30% is available to TIM Review readers who order the book from Wiley.com (wiley.com/go/strategybuilder) using the code VBK24.

For our September issue and other future issues, we are accepting general submissions of articles on technology entrepreneurship, innovation management, and other topics relevant to launching and growing technology companies and solving practical problems in emerging domains. Please contact us (timreview.ca/contact) with potential article topics and submissions.

We hope you enjoy this issue of the TIM Review and will share your comments online.

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About the Editor

Chris McPhee is Editor-in-Chief of the *Technology Innovation Management Review*. He holds an MASc degree in Technology Innovation Management from Carleton University in Ottawa, Canada, and BScH and MSc degrees in Biology from Queen's University in Kingston, Canada. Chris has over 15 years of management, design, and content-development experience in Canada and Scotland, primarily in the science, health, and education sectors. As an advisor and editor, he helps entrepreneurs, executives, and researchers develop and express their ideas.