

# Editorial: Insights

Chris McPhee, Editor-in-Chief

Welcome to the September 2015 issue of the *Technology Innovation Management Review*. The authors in this issue share insights on entrepreneurial marketing, open innovation, living labs, and opportunity identification.

In the first article, **Hamidreza Kavandi**, a power systems professional and recent graduate of the Technology Innovation Management (TIM) program at Carleton University in Ottawa, Canada, and **Mika Westerlund**, Associate Professor at Carleton University, investigate how entrepreneurial marketing can encourage resellers to adopt smart micro-grid technology. Based on a literature review on user adoption and entrepreneurial marketing, they gathered data from 99 power resellers to validate a model of the relationships between reseller's antecedents and intention to adopt smart micro-grid technology, and the role of vendor's entrepreneurial marketing in the adoption. In discussing their findings, they highlight the implications for both technology vendors and researchers interested in user adoption theory.

Next, **Odd Jarl Borch**, Professor of Strategy and Business Development at the University of Nordland in Bodø, Norway, and **Marina Solesvik**, Professor of Innovation and Management at the Stord/Haugesund University College in Norway, discuss the role of open innovation in collaborative design processes. Their article presents the results of a longitudinal case study of a collaborative project to design and develop a specialized vessel to support offshore oil and gas operations in the High Arctic. Through the perspective of open innovation and by adopting a competence-based view, their results demonstrate how a firm can "reach out" beyond its walls to gain novel competences related to innovation.

Then, **Bernhard Katzy**, Professor of Technology and Innovation Management at University BW Munich in Germany and Leiden University in the Netherlands, and Co-Founder of the Center for Technology and Innovation Management (CeTIM), and **Claudia Bucker**, Co-Founder of CeTIM, examine the coordination of novel innovation activities in living labs. By examining three cases of living labs in central Europe, they highlight the importance of user-centric product development activities in living labs and propose an organizational model to yield practical and theoretical insights.

**Seppo Leminen**, Principal Lecturer at the Laurea University of Applied Sciences and Adjunct Professor in the School of Business at Aalto University in Finland, then answers the question "What are living labs?" In this primer on living labs, he provides a general definition and highlights the different ways the term has been used by different researchers and practitioners. He also identifies the key characteristics and benefits of living labs, and how they are categorized.

Finally, this issue includes a summary of a recent TIM Lecture presented by **Brian Hurley**, President and CEO of Purple Forge ([purpleforge.com](http://purpleforge.com)). Hurley shared his company's experiences identifying new business opportunities in self-service solutions to improve the customer experience, particularly through mobile devices. Integrating the IBM Watson cognitive computing system into Purple Forge's existing platform solution enables users to ask questions about an organization using natural language and then to receive appropriate answers drawn from an ever-improving knowledge base.

In October, we welcome **Taina Tukiainen**, **Seppo Leminen**, and **Mika Westerlund** as guest editors for the theme of Regional Innovation Ecosystems.

And, in November, we celebrate our 100th issue with a look ahead to new frontiers and some of the key questions we seek to answer in our next 100 issues.

We welcome your 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](http://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.

**Chris McPhee**  
Editor-in-Chief

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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.

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