

Knowledge Intensive Business Services And Regional Competitiveness Routledge Advances In Regional Economics Science And Policy

This book contributes to an improved understanding of knowledge-intensive business services and knowledge management issues. It offers a complex overview of literature devoted to these topics and introduces the concept of 'knowledge flows', which constitutes a missing link in the previous knowledge management theories. The book provides a detailed analysis of knowledge flows, with their types, relations and factors influencing them. It offers a novel approach to understand the aspects of knowledge and its management not only inside the organization, but also outside, in its environment.

This book presents the latest on the theoretical approach of the contemporary issues evolved in strategic marketing and the integration of theory and practice. It seeks to make advancements in the discipline by promoting strategic research and innovative activities in marketing. The book highlights the use of data analytics, intelligence and knowledge-based systems in this area. In the era of knowledge-based economy, marketing has a lot to gain from collecting and analyzing data associated with customers, business processes, market economics or even data related to social activities. The

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contributed chapters are concerned with using modern qualitative and quantitative techniques based on information technology used to manage and analyze business data, to discover hidden knowledge and to introduce intelligence into marketing processes. This allows for a focus on innovative applications in all aspects of marketing, of computerized technologies related to data analytics, predictive analytics and modeling, business intelligence and knowledge engineering, in order to demonstrate new ways of uncovering hidden knowledge and supporting marketing decisions with evidence-based intelligent tools. Among the topics covered include innovative tourism marketing strategies, marketing communications in small and medium-sized enterprises (SMEs), the use of business modeling, as well as reflecting on the marketing trends and outlook for all transportation industry segments. The papers in this proceedings has been written by scientists, researchers, practitioners and students that demonstrate a special orientation in strategic marketing, all of whom aspire to be ahead of the curve based on the pillars of innovation. This proceedings volume compiles their contributions to the field, highlighting the exchange of insights on strategic issues in the science of innovation marketing.

Innovation in Knowledge Intensive Business Services
The Digital Era
Routledge

First published in 2000. Over the past two decades, the service sector have increased dramatically and now occupy the largest share of the economy of advanced industrial societies. Certain business services are

regularly cited as evidence for the emergence of a "knowledge economy". In this pioneering book, leading researchers in the fields of service industries and innovation studies investigate the reasons for the growth of the service sectors and this emergent knowledge economy. Drawing on material as diverse as macroeconomic statistics and firm-level case studies, the contributors demonstrate that services are often important innovators in their own right, as well as contributing to innovation and economic performance in their user industries. The question of how far services are special cases, and what specific processes and trajectories characterize their innovative activity is treated systematically. Additionally, a variety of original analyses and information resources are presented. This book should be of value to the student of the modern industrial society, to those seeking to forge policies appropriate to the new context of economic development, and to researchers who are confronting the challenges of the knowledge economy.

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outside, in its environment.

In this book Gregor Weber deals with enterprises and the pool of challenges including energy efficiency and sustainability they are confronted with. His research results in a two level model supporting enterprises on innovative and responsible business practices. It was awarded with the "Project Sustainability 2017" by the Council of Sustainable Development of the German government as well as with the "German Industry Award 2017". ?

This paper aims to examine the impact of knowledge intensive business services (KIBS) on innovation in China. First, we review the development of KIBS in China by analysing the agglomeration, utilization and quality of KIBS. Second, regression techniques are employed to investigate the impact of KIBS on innovation in the Chinese economy. We found that KIBS are becoming a major force in promoting innovation, especially in eastern China. Furthermore, we also found that the effect of KIBS on innovation is highly related to the average level of human capital. Given the findings in this study, we made some policy suggestions.

This study shows how knowledge-intensive services activities (KISAs) contribute to the acquisition and growth capabilities of firms and public sector organisations. Provides an international collection of studies on knowledge-intensive organizations with insight into organizational realities as varied as universities, consulting agencies, corporations, and high-tech start-ups.

The book investigates the meaning, nature and

consequences of innovation interactions between small and medium-sized manufacturing enterprises (SMEs) and knowledge-intensive business services (KIBS). It focuses on the concept of a virtuous circle linking KIBS' and SMEs' innovation capacities in Germany and France. A particular emphasis is given to the question of the role and nature of the knowledge base of the firm in an evolutionary perspective. The integration of the spatial dimension strengthens the examination. For this purpose, a new data analysis methodology has been developed. This methodology consists of a combination of complementary statistical procedures, which provides a tool allowing a reliable examination of the data collected. The samples considered in the analysis constitute a source of rich, complex, and diversified information.

This book provides an in-depth introduction to knowledge risk management (KRM) as well as methods, tools and cases to address knowledge risk management issues in both the public and private sector. It focuses on the integration of knowledge risks into the holistic risk management of organizations. In addition, this book is accompanied by an external website that includes additional checklists, videos and company cases. The combination of a sound theoretical framework along with practical instruments, tools and ancillary materials makes this book a unique, interactive book for professionals, managers, and executives as well as students, academics and policy makers.

This original and exciting work differs from existing books on entrepreneurship by focusing specifically on the relationship between knowledge and entrepreneurship. The book uniquely combines an academic review of theoretical and empirical contributions with an analysis of the practical implications for engaging in and learning about venture creation. The authors concentrate on specific types of firms reliant upon advanced knowledge and show how a systemic perspective of entrepreneurship is required, involving design thinking, in order to capture the relationships between individual, venture and eco-system. *Managing Knowledge Intensive Entrepreneurship* will be insightful for academics and practitioners, as well as advanced students on entrepreneurship courses.

This book addresses the concept of knowledge, and its use in the contexts of work and organizations. It provides a critical understanding of current approaches to knowledge management, organization and the 'knowledge economy'. The author describes a number of cases of 'knowledge intensive firms', including IT firms, management consultancy firms, advertising agencies and life science companies. He emphasizes the ambiguity of knowledge in the input, process, and output of professional work, and suggests that we should be careful in assuming too much about the nature, role,

and effects of 'knowledge' in business life. Instead, we should understand the constructed nature of knowledge and scrutinize knowledge claims carefully. Alvesson looks at several aspects of management and working life, including human resource management issues, client control and the regulation of identity. Rhetoric, symbolism, image, the politics of knowledge claims, and identity are all shown to be crucial for understanding the management of 'knowledge intensive firms'. By challenging key assumptions in current thinking about knowledge and organization, a novel theoretical approach is suggested. The book will be of interest to business and management academics concerned with issues of knowledge and organization and will serve as supplementary reading for graduate and final year undergraduate business and management students.

In a knowledge-based economy, the development of a particular type of services, knowledge intensive business services (KIBS), becomes one of the characteristic trends in economic evolution. Current research focuses mainly on service innovation in developed countries, but little consideration is given to the situation in developing countries. Based on empirical research in the People's Republic of China, this book aims to contribute to a better appreciation and understanding of the innovative characteristics of KIBSs in developing countries.

Drawing on a range of European cases, this edited volume analyses the offshoring and outsourcing of foreign companies, with a focus on territorial embeddedness. The book opens by developing a theoretical framework and then presents a range of international case studies exploring the experiences of the service hub cities of Brno, Bratislava, Budapest, Krakow, and Prague. Attention is also given to internal and external determinants of embeddedness, with chapters on the employee perspective, the Fintech industry, corporate social responsibility, and the role of universities. This volume will be of interest to advanced students and researchers in regional economics, economic geography, innovation studies, industrial economics, European economics, and international business.

Provides an updated view of knowledge management strategies of knowledge-intensive business services (KIBS) by focusing on how those firms manage innovation in their value chains and at the territorial level. Offers an original analysis of key processes of KIBS, specializing in design, professional firms and information technology.

This book questions the way contemporary innovation processes develop and become embedded in territories. It analyses recent developments in territorial systems of production, networks of innovation and innovative milieus, with regard to the issue of sustainable development. Drawing on 12 case studies aimed at fostering sustainable development and conducted by an experienced team of international scholars, a new conceptual approach to sustainable innovation is proposed. More broadly, it also

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reassesses the development models proposed in the 1980s that emerged in the context of globalization, competitiveness and technological innovation.

Over the last decade, there has been an increasing amount of research on knowledge-intensive business services (KIBS) and innovation. This book brings together current thinking on this subject from geographic and territorial perspectives.

Researchers from across Europe and North America present contributions from a wide range of disciplinary approaches including management studies, innovation studies and geography. They explore areas such as innovation related cooperation between KIBS firms and their industrial partners, how KIBS firms mediate business knowledge and the impact that KIBS make in local, regional and international contexts. The book offers a timely exploration of the role played by the geographic and institutional environment in the processes that link KIBS, innovation and territory across different contexts.

A frequent complaint in literature is that services have been previously largely overlooked by innovation researchers and technology policy makers. Given the unarguable growth in the importance of the service sectors, increasing numbers of researchers and policy makers have taken a fresh look at service activities. *Innovation Systems in the Service Economy: Measurement and Case Study Analysis* presents contributions which increase the understanding of the role of services in the development of the division of labor in modern economics. This volume is devoted to the elaboration and understanding of the following two themes. First, service firms can be innovative in their own right, even though the process of innovation and the kinds of innovation may be different from those traditionally associated with manufacturing and other primary activities. Second, service firms and associated activities play an important role in the evolving division of

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creative labor which is constituted by modern innovative systems.

Over the last decade, there has been a substantial rise in the number of knowledge-intensive firms - constituted primarily of professionals. The core assets of these businesses are the people themselves. Handle them badly, and they may defect or stall. Successful managers of knowledge-intensive firms must create meaning among and inspire their employees, to ensure high performance. To achieve this, leaders must understand how to target each employee's ambitions and challenges to facilitate their personal and professional development. This book examines what sets knowledge-intensive firms apart from other types of organizations, and the resultant organizational and strategic differences in business models, talent management, and client-handling approaches. The authors bring their own complementary perspectives on the subject: one, as the manager of a private consulting firm with a strong research background; another, as a business school professor whose practice-based skills are fundamental to his work; and a third, a world leading commentator on professional service firms acting as a consultant, business school researcher and a manager. Ejler, Poufelt and Czerniawska present a new model for transforming the management of knowledge-intensive firms, which is supported throughout with practical examples and cases.

The book provides convincing findings against the hypothesis of KIBS as a factor of cognitive convergence or loss of diversity within our economies. On the contrary, KIBS are active agents of divergence and there is no universal pattern of the nature and the evolution of KIBS, but national

varieties. It also shows that in order to well understand the inter-organizational collaboration between KIBS and their clients and more generally KIBS dynamics and their performance, transaction cost economies and agent theory should be complemented by other perspectives such as knowledge-based approaches, network theories, modularity theories, etc. This book, which is strongly oriented towards both policy and theoretical questions, is a valuable addition to a body of literature which is still too scarce. No doubt that it will stimulate further research in this field. It is undoubtedly a high level, knowledge intensive service provision about knowledge intensive business services. Faïz Gallouj, University of Lille, France This book focuses on the development of Knowledge Intensive Business Services (KIBS) and the associated market characteristics and organisational forms. It brings together reputed scholars from a mix of disciplines to explore the nature and evolution of a range of Knowledge Intensive Business Services. Through an examination of KIBS sectors such as computer services, management consultancy and R&D services, the contributions in this book argue that the evolution of KIBS is strongly associated with new inter-organizational forms and that different country institutions shape the characteristics of these organisational forms. The book provides a strong

contribution to theory and empirical evidence on fast-growing KIBS and their implications for innovation.

The book will be of interest to final year undergraduates and postgraduate students and scholars in the field of innovation studies, organisation studies and comparative business systems, across Europe.

This is a study of innovation in Knowledge Intensive Business Services (KIBS) and the impact innovation has on employment. The thesis relies on theories within the fields of "innovation in services", in particular KIBS, and "innovation and employment", taking as its point of departure the taxonomy of product and process innovation. The thesis is based on a discussion of innovation in services with a focus on how innovation in services may be understood and delineated. A long discussion is dedicated to the taxonomy of product and process innovation and the extent to which these concepts may be applicable to innovation in services. The thesis also scrutinises the concept of KIBS and how this can be defined. It further discusses features commonly associated with KIBS firms. The thesis is also rooted in the broader issue of innovation as a creator and destroyer of employment and makes a contribution in applying these issues to service sectors. The empirical part of the thesis builds on a database compiled for the research project, comprised of 967 Swedish KIBS firms. The database covers issues of innovation,

employment and characteristics of the firm. The findings indicate that innovation was common in Swedish KIBS firms and that innovations often had an impact on employment. However, the thesis did not detect a straightforward relation between type of innovation (technological process innovation, organisational process innovation, goods product innovation and service product innovation) and the impact on employment. Explanations other than type of innovation have to be considered to analyse the impact of innovation on employment. The thesis further suggests that although innovation in KIBS is common, innovation itself is difficult to conceptualise and delineate.

Research interest in the service sector has boomed in recent years as deindustrialisation became entrenched. Instead of being regarded as merely supplementary to traditional industry and manufacturing, services have generated progressively rising levels of growth in developed economies while at the same time coming to be recognised as major drivers of innovation. Among the factors which have helped service companies notch up swifter growth rates than all other sectors are the outsourcing of such services by other sectors, including the development of information and communication technologies, and changes to the regulatory, legal and market frameworks as well as globalisation and internationalisation. The result is

a cluster of highly innovative firms which can loosely be grouped under the heading of Knowledge Intensive Business Services (KIBS). Knowledge Intensive Business Services and Regional Competitiveness charts the development of these firms and explores their success through four mutually linked parts: KIBS and industrial dynamics; KIBS and their context; KIBS and their contribution to regional competitiveness and economic development; and finally, KIBS and public policy. This book is suitable for researchers and policy makers interested in the rise of these influential actors and their influence on regional competitiveness.

Knowledge Intensive Business Services (KIBS) are becoming more and more relevant both for their innovative content and as innovation boosters for manufacturing firms and, with this scenario in mind, this book first offers an in-depth analysis of what innovation in KIBS is and its performance outcomes, and then synthesizes what we know about KIBS firms' innovation models, as well as their specific peculiarities and limitations. This book examines the recent trends in innovation, service design and development in KIBS, starting from a review of the extant literature, explaining the role and specific traits of innovation in KIBS. Then, it progresses our knowledge about KIBS and about how new technologies are offering unique opportunities to use

and share their knowledge, within and across boundaries. The book also includes several cases that show how, at the micro level, firms can effectively design their services and boost their innovation performance, by overcoming some of the traditional limits of innovation in services. While KIBS literature traditionally emphasizes that innovative and performing KIBS firms rely on tight client–provider interactions with service customization, recent research suggests that alternative modes of innovation are viable for performing KIBS firms: KIBS firms can develop mass customization strategies, ease interactions with clients via ICT interfaces and leverage on focused collaborations with expert clients. Particularly, the digitalization and ICT technologies are fostering platform and modular architectural designs of KIBS, as in the software and web design services. The book seeks a broader understanding of innovation in KIBS in the digital era and will be an essential guide for both academics and practitioners interested in KIBS innovation and design.

Innovation networks are a major source for acquiring new information and knowledge and thus for supporting innovation processes. Despite the many theoretical and empirical contributions to the explanation of networks, many questions still remain open. For example: How can networks, if they do not emerge by their own, be initiated? How can

fragmentation in innovation systems be overcome? And how can can networking experience from market economies be transferred to the emerging economies of Central and Eastern Europe? By presenting a selection of papers which address innovation networking from theoretical and political viewpoints, the book aims at giving answers to these questions.

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