CALL FOR SUBMISSIONS

Track title: CORPORATE VENTURING, INTERNATIONALISATION AND INNOVATION IN MANAGING FIRMS IN THE ENERGY AND INFORMATION TECHNOLOGY INDUSTRIES

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The exploration of new technological opportunities, in particular in highly innovative sectors such as energy and information technology (IT), requires the use of huge resources. Moreover, the industries of energy and IT are crucial for developing Smart and Mega Cities, and manage sustainable development processes.

In this scenario, companies have to face challenging, expensive and risky paths (Leten, Van Dyck, 2012). On the one hand, in the current competitive environment, the existing firms can’t rely only upon the traditional technologies and managerial processes. On the contrary, they are forced to renew their business models, in order to compete on the international markets. On the other hand, new companies innovate faster than the existing ones, particularly in certain segments such as renewable energies. These young companies, in fact, patent more (on average) and generate more disruptive innovations compared to the established companies (Nanda et al., 2015; Tantau et al., 2015). In this sense, start-ups and research spin-offs are able to contribute to the survival and growth of the established companies, as well as to the development of new entrepreneurship.

The academic and managerial worlds reserve increased attention to the issues regarding the entrepreneurial creativity, technological innovation and the open business models of big and small firms, both young and established ones. Moreover, they pay attention also to the innovative approaches to the interaction and partnerships between these different types of firms, thanks to circular economy and corporate venturing mechanisms (Corbett, Covin, O’Connor, and Tucci 2013). Nevertheless, the debate on these issues in the energy and information technology (IT) industries is still fragmented. This represents a huge opportunity for scholars, researchers and the whole business community.

This session aims to cover the topics of innovative entrepreneurship and corporate venturing in the energy and information technology industries, through theoretical contributions, business applications and case studies.

The Corporate Venturing (internal and external, direct and indirect) concerns "the birth of new businesses within existing organizations" (Guth and Ginsberg, 1990). It allows companies to invest in technology and innovative business ideas in a more flexible way. The entrepreneurial behaviour improves the firm performance, and represents a source of competitive advantage (Zahra, and Covin
Thanks to this process, the venturing businesses can obtain advantages in terms of profitability (Zahra, 1991), innovativeness (Baden-Fuller 1995) and knowledge acquisition (Thornhill, Amit, 2001). On the other hand, new ventures may take advantage of the experience and resources of venturing firms (Corbett et al., 2013). Moreover, the phenomenon has positive effects on national economies as a whole (Van Stel, Carree, and Thurik 2005).

Examples of relevant topics include, but are not limited to:

- Innovative Entrepreneurship in the energy and IT sectors: start-ups and spin-offs; entrepreneurial intentions and motivations; investors and investment decisions
- Corporate entrepreneurship in the energy and IT industries: significance and theoretical perspectives; strategic objectives; measurements and classifications; opportunities and sources of competitive advantage for enterprises; relevance of the context and regulation; barriers and problems; management of the connection between core and new business; effects and performance of firms
- Innovation in the energy and IT sectors: theoretical perspectives; innovative processes; innovation management; business model innovation; effects on the performance of companies

References


