

BOOK REVIEW

SMEs and Open Innovation: Global Cases and Initiatives

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SMEs and Open Innovation: Global Cases and Initiatives

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3536 pp.

\$185.00

ISBN 13: 9781613505199

We are fortunate to teach at Taiwan's top international institution of higher education, Ming Chuan University (<http://www.mcu.edu.tw/>). As Ming Chuan started out as a commercial college, it originally consisted of business-related programs. Two of the reviewers teach or have taught in School of Management, School of Information Technology, and School of Education and Applied Languages, we are happy to apply our experience in this review *SMEs and Open Innovation: Global Cases and Initiatives*.

SMEs and Open Innovation: Global Cases and Initiatives is a comprehensive source of insight into the small and medium enterprises (SMEs), discusses policy, economic, cultural issues and introduces new approaches such

as adopting innovation strategies for the company's and market's business development. This book provides an instrumental overview of the innovation in SMEs' processes via case studies to illustrate the advantages of open innovation strategies, and then teaches the readers how to choose, conduct and exploit an appropriate approach and use the tools well to make correct decisions, and solve business problems. In reviewing this book, we decided to focus on snippets that resonate with highly relevant considerations when adapting new innovation strategies modules for the rapidly changing and challenging business environments.

This book is based on a research foundation that has been carried out by the researchers and covers a wide scope of information related to creation of sustained platforms for SMEs, knowledge creation, innovations in marketing and communication, open innovation models and processes, risk and crisis management, socio-economic impact of open innovation in SMEs, strategies in entrepreneurial ventures and intellectual property rights (IPR), as well

as technology-supported open innovation. The 16 chapters in this book are divided into four sections, including: (1) Concepts, researchers, and practices; (2) Innovation marketing, communication, and growth management; (3) Entrepreneurships, strategies, and crisis management; and (4) Creativity, collaboration, and co-creation.

According to the authors' perspective, the reason to adopt innovation strategies is to strengthen a company's competitive advantage in the market. "There are numerous reasons among firms to decide upon an open approach to innovation. A primary reason is meeting customer demand, including gathering of new ideas and experience, improving innovative accomplishments, continuous development and economic motives (Van de Vrande, de Jong, Vanhaverbeke, & de Rochemont, 2008)." (p. 52). Besides, this book presents a structural model and points out the need for this "All businesses need to innovate, though it may take any number of forms, from the steady refinement of established products to the leap in the unknown when an untried idea is launched" (p. 95), and the challenges in adopting or implementing open innovation: "1. Existing mindset or culture; 2. Current work processes and priorities; 3. Resources and funding; 4. The ability to find or execute external ideas" (p. 70).

In addition to business marketing, the authors also explore the e-transformation of university environments, and investigate undergraduate curriculum reform. This reform is found to be very instrumental in institutional efforts in assessing student learning: "1. Make liberal education the new standard of excellence for all students; 2. Articulate locally owned goals for student learning outcomes; 3 Set standards in each goal area for basic, proficient, and advanced performance; 4. Develop clear and complementary responsibilities between general education and departmental and other

programs for essential learning outcomes; 5. Charge departments and programs with responsibility for the level and quality of students' most advanced work; 6. Create milestone assessments across the curriculum; 7. Set clear expectations for culminating work performed at a high level of accomplishment; 8. Provide periodic external review and validation of assessment practices and standards; 9. Make assessment findings part of a campus-wide commitment to inquiry and educational improvement; 10. Increase public visibility and transparency of learning goals and student achievement levels" (p. 154).

The book achieves great credibility in the arguments portrayed throughout the text by supplying factual evidence of research findings that have been most recently documented by professionals from all over the world. Moreover, the research covered in the text is explained in an understandable and easy-to-perceive approach, giving the necessary overview of all complex terms used in the narration. This gives readers and students a soft landing spot when studying the subject of innovative SMEs approaches.

We recommend the book *SMEs and Open Innovation: Global Cases and Initiatives*. It incorporates studies, implementations, and applications of open innovation concepts and strategies that are being used in the SME business sector. Personally, we think this book deserves its own special spot on any company's or university's bookshelf. The theories, terms and notions covered are described in simple and comprehensible language, using grounded and intelligible examples. In this context, it is only logical to conclude that this book will be of particular interest and utility to every reader. In this regard, we will reference it as we continue to advance our own and our students' concepts and applications of open innovation at the School of Management and School of Information Technology, Ming Chuan University.

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Pei-Di Shen now works as Director of the Teacher Education Center and professor of Graduate School of Education, Ming Chuan University, Taipei, Taiwan. Professor Shen is one of the Editors-in-Chief of International Journal of Online Pedagogy and Course Design. Her primary interest areas are E-learning, Knowledge Management, Virtual Community, and Management Information Systems. Her research focus is distance delivery in higher education.

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