

## **Innovation and Enterprise**

JAMES OGUNLEYE, Middlesex University, United Kingdom  
APPOLO TANKEH, IBM Corporation, United States  
DOM HEGER, DHTechnologies, United States

We begin this issue with a discourse on innovation, pharmaceutical innovation to be precise. We know that the modern pharmaceutical industry is dominated by a handful of pharmaceutical companies. What we do not know or have yet to come to terms with, is the extent to which these very large pharmaceutical companies are shaping or redefining the pharmaceutical landscape through innovation—from Africa to Asia, Europe to North America. In this extensive and detailed paper, Tariq Sadat, Roslyn Russell and Mark Stewart forensically examine ‘the shifting paths’ of pharmaceutical innovation and the big pharmaceutical companies’ responses to ‘the forces that are affecting their innovation models.’

The second paper continues on the theme of innovation, this time in relation to business process. Changes occur or take place in organisations sometime frequently and dealing with change-inducing business process requires effective deployment and application of requisite techniques for problems solving and process improvement. Besides, to achieve a desire outcome—and regardless of the methods or approaches selected—there is need for synergies of approaches. In this paper, ‘A synergistic approach to process innovation’, Anthony Anosike and Ming Lim highlight ‘the synergies amongst three techniques for problems solving and process improvement with specific reference to the Theory of Inventive Problem Solving, Theory of Constraints and Lean Manufacturing, and suggest how those synergies might be adopted in context.

We follow the second paper with a third by Munazza Jannisar, Ruqia Bibi and Muhammad Fahad Khan. This paper presents SWOT Analysis of three testing techniques, White-Box, Black-Box and Grey Box and evaluates their strengths, weaknesses, opportunities and threats.

The fourth paper is on the ‘development and validation of the entrepreneurial job demands scale’ by Josette Dijkhuizen, Marc van Veldhoven and René Schalk. The main goal of this paper was to develop and validate job demands scale ‘over and above regular job demands.’

Rahatullah Mohammed Khan’s fifth paper examines the ‘role of trust and commitment in building successful franchise business relationships’. The finding from this paper shows that relationships are important determinants of business success irrespective of size, age or type of business entity.

We conclude this issue with a paper by James Ogunleye, which examines aspects of

crisis management system in corporate organisations. The paper highlights contrasting cases of crisis management systems of two large corporate organisations and suggests strategies that might be deployed to achieve optimal effectiveness in crisis management.

Enjoy.