

## **Diverse and varied collections of papers on knowledge, innovation, creativity and enterprise**

JAMES OGUNLEYE  
Middlesex University, United Kingdom

This double edition of this journal aptly captures the main themes of the KIE Conference—knowledge, innovation and enterprise—even though papers are not arranged in that order. Nonetheless, we kick off this volume with a paper on supply chain by Gang Du, Jianping Yu, Li Sun and Ray Wu. The paper identifies weaknesses in the current research on product family configuration and presents an alternative model designed to optimise product family configuration.

K.G. Satheesh Kumar and Amalendu Jyotishi continue on the theme of innovation. They examine incumbent's difficulty in innovation, for example in resource allocation, which departs radically from current research that are focusing on the effects of disruptive innovation. The paper provides alternative approaches which incumbents might use to 'level their transaction costs for different innovation options'. The authors hoped that their alternative approaches would provide new 'insights not only regarding the differences between innovation options available to an incumbent, but also about possible vulnerability to disruption.'

Knowledge is important in innovation, but only becomes useful when it is applied in context. Simon Adesoji, Busayo Famuyiwa and their colleagues, in their papers, assess 'the knowledge level' of fishers, fish farmers and cocoa farmers associated with farming operations in Nigeria. Their papers highlight the extent to which farmers apply their knowledge in particular farming context.

Kuralay Mukhamadi, in her paper, returns to the theme of innovation as applied to integrated language teaching in Kazakhstan. The paper discusses innovative ideas and provides 'an in-depth overview of the investigations on research methods, theory and practice' in teaching and learning. Similarly, Olga Nessipbayeva, also from Kazakhstan, examines information and communication technologies in the context of development in education, in particular the potential of ICT in higher education.

Ron Corso's and Charlie-Helen Robinson's paper examines creativity and how students' creative abilities are being enhanced through the use of social media. They explore 'the use of Ingenium, an online creativity tool, supported and delivered through a social media site, to enhance the teaching of creative thinking.'

Similarly, Somprakash Bandyopadhyay and his colleagues explore the use of social media in the context of social knowledge management. They propose 'a framework for a social knowledge management platform that provides a set of social media tools like blogs, video chats, wikis, podcasting, social networking, etc, to capture and disseminate informal wisdom of the elderly for societal benefits.'

Daniele Doneddu, Azmol Hussain and Marc Clement, in their paper, propose a concept of open innovation—the Companion Direct Investment—that they hope would speed up 'the transformation of resource-rich nations into sustainable knowledge economies' using Abu Dhabi as a case study.

Marcus Birkenkrahe, Shushma Patel and Stefanie Quade extend the discussion on social media with a paper on the 'innovative uses of collaborative platforms and social media tools.' The paper examines three case study projects, each of which demonstrates the usefulness of social media for 'collaboration in an innovative way without re-inventing technology.'

Evidence from literature suggests that research and development is very important to high technology companies and that the very existence and survival of these knowledge companies depend on continuing investment in research and development.

Yet research and development intensive companies face a number of contrasting risks. James Ogunleye and Appolo Tankeh examine some of the main contrasting risks facing knowledge-driven research and development-intensive companies. They argue that given the nature of R&D investment, which is also a significant form of intangible asset and a major contributor to free cash flow, a reduction in the level of R&D investment will have significant implications for long-term business growth and profitability.

Deryn Graham extends the coverage on the theme of innovation in teaching and learning—specifically ‘the assessment and evaluation of time factors in on-line teaching and learning.’ The paper examines the ‘relationship between levels of expertise, with both learning and time, identifying the chronology of competence achievement.’

Finally, Maia Ozdemir concludes the volume on the theme of creativity as applied to real estate business. Her paper investigates the ‘preferred housing variables for two contrasting cultural groups’ and the ‘existence of a relationship between ethnicity and the preferred housing style.’ All in all, this is a rich collection of diverse and varied papers on knowledge, innovation and enterprise. Enjoy.