

Editorial: Insights

Chris McPhee, Editor-in-Chief

Welcome to the June 2017 issue of the *Technology Innovation Management Review*. The authors in this issue share insights on creativity training, internal communication management, competitive intelligence, university–industry collaboration, and cybersecurity in the Internet of Things.

The four articles in this issue were based on papers presented at the ISPIM Forum in Toronto, Canada, in March 2017. ISPIM (ispim-innovation.com) – the International Society for Professional Innovation Management – is a network of researchers, industrialists, consultants, and public bodies who share an interest in innovation management. Next year’s ISPIM Forum will be held in Boston, USA, from March 25–28, 2018. Submissions from academic, research, consulting, industry, intermediary, and policy organizations are encouraged, and the submission deadline is November 24, 2017:

ispim-innovation-forum.com/submissions

In the first article, **Dagny Valgeirsdottir** and **Balder Onarheim** from the Department of Management Engineering at the Technical University of Denmark introduce the Creative Awareness Training program. Based on their Know–Recognize–React model, this creativity training program is designed to be both theoretically sound and relevant to practitioners, helping them to not only be more creative but also to raise their level of creative awareness, both of which are crucial skills in innovation.

The second article is by **Tuomo Eskelinen** and **Ulla Santti** from the Savonia University of Applied Sciences in Finland and **Mervi Rajahonka** and **Kaija Villman** from the South-Eastern Finland University of Applied Sciences XAMK. These authors seek to help SMEs to overcome the challenges of internal information management through service design tools and processes, such as participative business model techniques. Their service design approach based on CIMO logic (context, intervention, mechanism, and output) showed that a participative business model technique and process can identify problems and challenges in internal communication management, as well as in the prioritization of actions.

Then, **Andrew Droll** and **Shahzad Khan** from Gnowit and **Ehsanullah Ekhlas** and **Stoyan Tanev** from the University of Southern Denmark use the Gnowit Cognitive Insight Engine to evaluate the growth and competitive potential of new technology startups and existing firms in the newly emerging precision medicine sector. The Gnowit engine is a web search and analytics tool that uses techniques founded in web content scraping, natural language processing, and machine learning to assess online documents and media discussions. The preliminary results suggest that this competitive intelligence tool can provide entrepreneurs, investors, managers, and entrepreneurship scholars with insights about emerging sectors.

In the last article, **Koichi Nakagawa**, **Kosuke Kato**, **Terumasa Matsuyuki**, and **Toshihiko Matsushashi** from Osaka University in Japan and **Megumi Takata** from Kyushu University in Fukuoka, Japan, evaluate the Global Technology Entrepreneurship and Commercialization (G-TEC) program at Osaka University. This university–industry collaborative education program brings together participants from universities and industry in a temporary and extraordinary setting, which acts as a “trading zone” for the exchange of knowledge about the theory and practice of entrepreneurship. Through their analyses, the authors develop a set of propositions to encourage further study and application of this form of university–industry collaboration for entrepreneurship education.

This issue also includes a summary of a recent TIM Lecture entitled “Building Trust in an IoT-Enabled World”. **Jeremy Watson** (President of the IET), **John Marshall** and **David Mann** (inBay Technologies), **Mike Young** (Bastille), and **Peter Smetny** (Fortinet) offer their perspectives on cybersecurity challenges in the Internet of Things (IoT).

In July, we celebrate the 10th anniversary of the TIM Review and will take the opportunity to thank all of our readers and contributors and to reflect on the topics and author perspectives that have been covered in a decade of monthly issues of this journal.

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For future issues, we are accepting general submissions of articles on technology entrepreneurship, innovation management, and other topics relevant to launching and growing technology companies and solving practical problems in emerging domains. Please contact us (timreview.ca/contact) with potential article topics and submissions.

Chris McPhee
Editor-in-Chief

About the Editor

Chris McPhee is Editor-in-Chief of the *Technology Innovation Management Review*. He holds an MSc degree in Technology Innovation Management from Carleton University in Ottawa, Canada, and BScH and MSc degrees in Biology from Queen's University in Kingston, Canada. Chris has nearly 20 years of management, design, and content-development experience in Canada and Scotland, primarily in the science, health, and education sectors. As an advisor and editor, he helps entrepreneurs, executives, and researchers develop and express their ideas.

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