

Editorial: Technology Entrepreneurship

Chris McPhee, Editor-in-Chief

Tony Bailetti, Guest Editor

From the Editor-in-Chief

It is my pleasure to welcome back **Tony Bailetti**, Director of Carleton University's Technology Innovation Management program, as the guest editor for four issues on the theme of Technology Entrepreneurship: February, March, April, and May.

In June, we will examine the theme of Global Business Creation with **Marko Seppä**, founder of Global Faculty Partners for Problems Worth Solving LP, and **Stoyan Tanev**, Associate Professor at the University of Southern Denmark.

In July, we will be joined by **Stephen Huddart**, President and CEO of the J.W. McConnell Family Foundation, as guest editor for the theme of Social Innovation.

As always, we welcome your feedback, suggestions for future themes, and contributions of articles. We hope you enjoy this issue of the TIM Review and will share your comments on articles online. Please also feel free to contact us (timreview.ca/contact) directly with feedback or article submissions.

Chris McPhee
Editor-in-Chief

From the Guest Editor

Welcome to the March issue of the TIM Review. This is the second of four issues that examine various aspects of technology entrepreneurship, contribute to theory, and provide insights into the various issues facing technology entrepreneurs and top management teams of technology companies.

The field of technology entrepreneurship offers many opportunities for scholarly inquiry and innovative industrial initiatives. The March issue includes five articles and a report on a TIM lecture. The five articles provide: i) insights from recent research on born-global firms; ii) examples of how case studies are used to carry out entrepreneurship research; iii) a model that relates open source software to the creation of customer value; iv) a description of the lean startup model; and v) a guide to the actions and behavioral traits required to lead and manage change. The report summarizes the first lecture of the 2012 TIM Lecture Series titled "The Business of Mobile Apps" presented by Brian Hurley, President and CEO of Purple Forge, on February 9, 2012.

Stoyan Tanev, an Associate Professor at the University of Southern Denmark, Odense, Denmark and an Adjunct Professor at Carleton University, discusses the characteristics of technology firms that are born global and the importance that ecosystems have for their growth. A born-global firm is defined as "a venture launched to exploit a global niche from the first day of its operation".

Tom Duxbury, Entrepreneur in Residence at Wesley Clover Technologies and doctoral student at Carleton University's Sprott School of Business, explores how the case study method has been applied to entrepreneurship research and provides recommendations for improved publication rates.

Aparna Shanker, a customer application engineer with Alcatel-Lucent and a student in Carleton's Technology Innovation Management program, examines the dimensions of customer value creation and provides guidelines to help businesses that generate revenue from open source assets to create value for their customers.

Editorial: Technology Entrepreneurship

Chris McPhee and Tony Bailetti

Dobriła Rancic Moogk, the Vice-Chair with the University of Ottawa Women in Engineering and Computer Science committee and a Vice-Chair on the Volunteer Ottawa Board of Directors, argues that a technology company operating in conditions of extreme uncertainty should introduce a minimum viable product to the market as soon as possible in order to test its value and the entrepreneur's growth projections.

Llynn Plante, Regional Director with the Industrial Research Assistance Program of the National Research Council Canada (NRC-IRAP) and doctoral student at Carleton University's Sprott School of Business, identifies the top nine actions (and their associated behavioural traits) that technology entrepreneurs who lead and manage change should carry out.

Brian Hurley, CEO of Purple Forge, delivered a lecture titled "The Business of Mobile Apps" at Carleton University on February 9, 2012. This summary includes the lessons learned by individuals who attended the lecture and the results of a discussion on next steps.

We hope that you, your colleagues, and your organizations benefit from reading this issue of the TIM Review.

Tony Bailetti
Guest Editor

About the Authors

Chris McPhee is Editor-in-Chief of the *Technology Innovation Management Review* and is in the Technology Innovation Management program at Carleton University in Ottawa. Chris received his BScH and MSc degrees in Biology from Queen's University in Kingston, following which he worked in a variety of management, design, and content development roles on science education software projects in Canada and Scotland.

Tony Bailetti is an Associate Professor in the Sprott School of Business and the Department of Systems and Computer Engineering at Carleton University, Ottawa, Canada. Professor Bailetti is the Director of Carleton University's Technology Innovation Management program. His research, teaching, and community contributions support technology entrepreneurship, regional economic development, and international co-innovation.

Citation: McPhee, C. and T. Bailetti. 2012. Editorial: Technology Entrepreneurship. *Technology Innovation Management Review*. March 2012:3-4.

