

Knowledge, Learning and Innovation. Research Insights on Cross-Sector Collaborations

Edited by Ratten, V., Braga, V. and Marques, C.S.

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“Knowledge, Learning and Innovation” edited by Vanessa Ratten, Vitor Braga and Carla Susana Marques offer interesting and novel perspectives on a crucial topic for the management and growth of small family-owned firms: cross-sector collaborations. Prior literature acknowledges the relevance of collaborations between organizations from different sectors in order to promote the production of knowledge and innovation (e.g. Narula, 2004; Gray 2011). The present book integrates such body of knowledge by providing several interesting real-world cases that illustrate in detail how small and medium firms worldwide can learn and innovate effectively via such inter-organizational relationships.

“Knowledge, Learning and Innovation” is composed by 12 chapters written from authors from all around the world (e.g. Portugal, Italy, Australia, Malaysia, Turkey, and many more). These chapters deal with a variety of topics such as business quality, value co-creation, customer experience management, gender and social entrepreneurship, social ties by reporting detailed business cases, and rich of practical insights for book readers. In several case studies, a particular focus is given to family firms, which constitute an important example of small organizations devoted to continuous innovation and learning (De Massis *et al.*, 2016).

In the following some of the most interesting chapters are briefly mentioned. The second chapter contributes to the literature about gender entrepreneurship in emerging countries. Noor Hazlina Ahmad, Yuliani Suseno, Pi-Shen Seet, Pattanee Susomrith, and Zaiben Rashid present their study about entrepreneurial competencies of 117 women entrepreneurs in Malaysia. Between the various entrepreneurial competencies measured, only enforcement/implementation and network competencies affect significantly firm performance. Interesting managerial implications and research suggestions are offered to readers.

In the fifth chapter, Masoud Karami, Cici Xiao He, and Shang Zhengang report the results of their analysis about the role of human and social capital for the internationalization of family-owned small firms. The study shows that gender of entrepreneurs matters to develop trust within this context. Female entrepreneurs are more likely to perceive the risk based on emotion, while male entrepreneurs are more likely to evaluate the risk based on the cost. The chapter ends with a number of valuable managerial implications.

The ninth chapter, written by Veland Ramadani, Lutfije Ademi, Vanessa Ratten, Ramo Palalic and Norris Krueger, explores knowledge creation and relationship marketing in family businesses in Bosnia and Herzegovina. The authors report two case studies of two family firms from these European countries: AS Group and Pharmamed Ltd Relationship marketing lessons learned from these two companies can support the owners of family businesses (but also, the non-family businesses) policy makers and researchers in a transition economy.

The issue of gender entrepreneurship in family businesses is also analyzed in the tenth chapter by Ogechi Adeola, Michael Zisuh Ngoasong, and Olaniyi Evans. By using the theoretical approach of the resource-based view of the firm organizational studies and gender in family entrepreneurship, the authors examine how gender issues are addressed in family



entrepreneurship research. The chapter offers a critical review of the main literature about this issue. Based on such review, the authors develop a gender-aware framework integrating three key areas for the analysis of the gendered process in family entrepreneurship: the determinants of women's entry into family businesses, their gendered roles and the associated outcomes. The paper ends with some interesting managerial implications and research suggestions for scholars.

The eleventh chapter by Gianluca Ginesti, Carlo Drago, and Riccardo Macchioni offer a composite index approach to assess firms' information quality. The analysis is about 192 Italian family firms, over the period 2010-2013. The authors find a positive association between information transparency and non-family female executives. These latter are more likely to reduce agency problems with a net benefit for the information quality. This Italian study may help policy makers and managers in the implementation of corporate disclosures.

Finally, it is relevant to mention the chapter by Vanessa Ratten, Carmem Leal, Marlene Loureiro, Rui Silva, and Alexandra Braga highlights the role of family firms for innovation and knowledge production in Portugal. The case of the Portuguese shoes industry is illustrated. The authors end their work by offering a number of interesting research questions for scholars.

In sum, "Knowledge, Learning and Innovation" is a valuable and easily readable source of information and knowledge for various audiences. Academic scholars can get inspiration from the several research works reported in book to ideate, develop, and plan new research projects. Students in master programs in business and administration can learn the emerging trends of this interesting subject. Practitioners (such as small businesses' managers and entrepreneurs) can better understand the hidden dynamics of innovation and set-up as best as possible effective knowledge-based innovative strategies, in particular for family-owned businesses. Finally, policy makers can benefit of reading this book to design new public policies to foster national or regional entrepreneurship, innovation, and development.

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Sports Innovation Management

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Sport has an economic and social relevance to society that is highlighted in the daily media. Increasingly there is more recognition of sport being a valuable tool that contributes significantly to people's quality of life. However, less is known about how