

# Series Foreword

The Springer Book Series on *Innovation, Technology, and Knowledge Management* was launched in March 2008 as a forum and intellectual, scholarly “podium” for global/local (gloCal), transdisciplinary, trans-sectoral, public–private, leading/“bleeding”-edge ideas, theories, and perspectives on these topics.

The book series is accompanied by the Springer *Journal of the Knowledge Economy*, which was launched in 2009 with the same editorial leadership.

The series showcases provocative views that diverge from the current “conventional wisdom,” that are properly grounded in theory and practice, and that consider the concepts of **robust competitiveness**,<sup>1</sup> **sustainable entrepreneurship**,<sup>2</sup> and **democratic capitalism**,<sup>3</sup> central to its philosophy and objectives. More specifically, the aim of this series is to highlight emerging research and practice at the dynamic intersection of these fields, where individuals, organizations, industries, regions, and nations are harnessing creativity and invention to achieve and sustain growth.

Books that are part of the series explore the impact of innovation at the “macro” (economies, markets), “meso” (industries, firms), and “micro” levels

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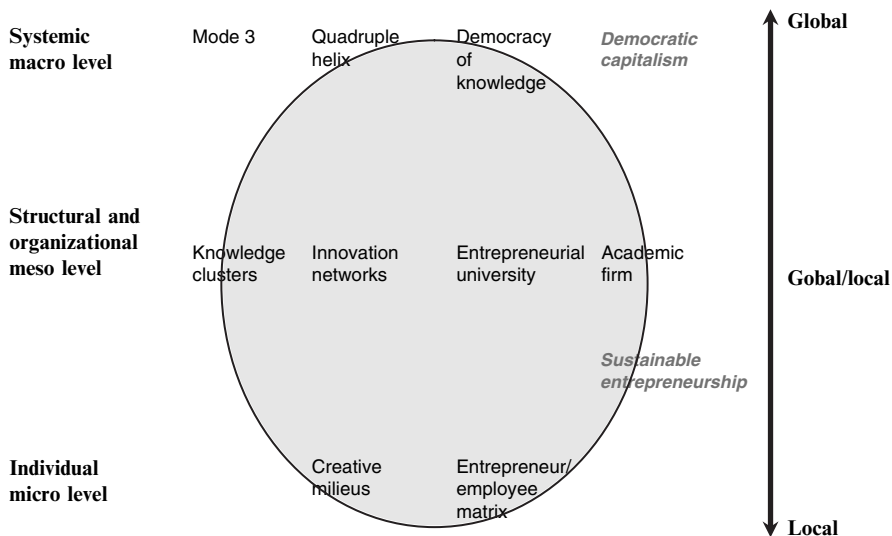
<sup>1</sup>We define *sustainable entrepreneurship* as the creation of viable, profitable, and scalable firms. Such firms engender the formation of self-replicating and mutually enhancing innovation networks and knowledge clusters (innovation ecosystems), leading toward robust competitiveness (EG Carayannis, *International Journal of Innovation and Regional Development*, 1(3), 2009, 235–254).

<sup>2</sup>We understand *robust competitiveness* to be a state of economic being and becoming that avails systematic and defensible “unfair advantages” to the entities that are part of the economy. Such competitiveness is built on mutually complementary and reinforcing low, medium, and high technologies and public and private sector entities (government agencies, private firms, universities, and nongovernmental organizations) (EG Carayannis, *International Journal of Innovation and Regional Development*, 1(3), 2009, 235–254).

<sup>3</sup>The concepts of *robust competitiveness* and *sustainable entrepreneurship* are pillars of a regime that we call “*democratic capitalism*” (as opposed to “popular or casino capitalism”), in which real opportunities for education and economic prosperity are available to all, especially – but not only – younger people. These are the direct derivative of a collection of top-down policies as well as bottom-up initiatives (including strong R&D policies and funding, but going beyond these to include the development of innovation networks and knowledge clusters across regions and sectors) (EG Carayannis and A Kaloudis, *Japan Economic Currents*, January 2009, pp. 6–10).

(teams, individuals), drawing from such related disciplines as finance, organizational psychology, R&D, science policy, information systems, and strategy, with the underlying theme that in order for innovation to be useful it must involve the sharing and application of knowledge.

Some of the key anchoring concepts of the series are outlined in the figure below and the definitions that follow (all definitions are from EG Carayannis and DFJ Campbell, *International Journal of Technology Management*, 46, 3–4, 2009).



### Conceptual Profile of the Series on Innovation, Technology, and Knowledge Management

- The “MODE 3” Systems Approach for knowledge creation, diffusion, and use: “Mode 3” is a multilateral, multi-nodal, multimodal, and multilevel systems approach to the conceptualization, design, and management of real and virtual, “knowledge-stock” and “knowledge-flow,” modalities that catalyze, accelerate, and support the creation, diffusion, sharing, absorption, and use of co-specialized knowledge assets. “Mode 3” is based on a system-theoretic perspective of socioeconomic, political, technological, and cultural trends and conditions that shape the coevolution of knowledge with the “knowledge-based and knowledge-driven, gloCal economy and society.”
- Quadruple Helix: Quadruple helix, in this context, means to add to the triple helix of government, university, and industry a “fourth helix” that we identify as the “media-based and culture-based public.” This fourth helix associates with “media,” “creative industries,” “culture,” “values,” “life styles,” “art,” and perhaps also the notion of the “creative class.”
- Innovation Networks: Innovation networks are real and virtual infrastructures and infra-technologies that serve to nurture creativity, trigger invention, and catalyze innovation in a public and/or private domain context (for instance,

government–university–industry public–private research and technology development co-opetitive partnerships).

- **Knowledge Clusters:** Knowledge clusters are agglomerations of co-specialized, mutually complementary and reinforcing knowledge assets in the form of “knowledge stocks” and “knowledge flows” that exhibit self-organizing, learning-driven, dynamically adaptive competences, and trends in the context of an open systems perspective.
- **Twenty-first Century Innovation Ecosystem:** A twenty-first century innovation ecosystem is a multilevel, multi-modal, multinodal, and multi-agent system of systems. The constituent systems consist of innovation meta-networks (networks of innovation networks and knowledge clusters) and knowledge meta-clusters (clusters of innovation networks and knowledge clusters) as building blocks and organized in a self-referential or chaotic fractal knowledge and innovation architecture (Carayannis 2001), which in turn constitute agglomerations of human, social, intellectual and financial capital stocks and flows as well as cultural and technological artifacts and modalities, continually coevolving, co-specializing, and co-opeting. These innovation networks and knowledge clusters also form, reform, and dissolve within diverse institutional, political, technological, and socioeconomic domains including government, university, industry, nongovernmental organizations and involving information and communication technologies, biotechnologies, advanced materials, nanotechnologies, and next-generation energy technologies.

*Who is this book series published for?* – The book series addresses a diversity of audiences in different settings:

1. *Academic communities:* Academic communities worldwide represent a core group of readers. This follows from the theoretical/conceptual interest of the book series to influence academic discourses in the fields of knowledge, also carried by the claim of a certain saturation of academia with the current concepts and the postulate of a window of opportunity for new or at least additional concepts. Thus, it represents a key challenge for the series to exercise a certain impact on discourses in academia. In principle, all academic communities that are interested in knowledge (knowledge and innovation) could be tackled by the book series. The interdisciplinary (transdisciplinary) nature of the book series underscores that the book series scope is not limited a priori to a specific basket of disciplines. From a radical viewpoint, one could create the hypothesis that there is no discipline, where knowledge is of no importance.
2. *Decision makers – private/academic entrepreneurs and public (governmental, subgovernmental) actors:* Two different groups of decision makers are being addressed simultaneously: (1) private entrepreneurs (firms, commercial firms, academic firms) and academic entrepreneurs (universities), interested in optimizing knowledge management and in developing heterogeneously composed knowledge-based research networks; and (2) public (governmental, subgovernmental) actors that are interested in optimizing and further developing their policies and policy strategies that target knowledge and innovation. One purpose of

public knowledge and innovation policy is to enhance the performance and competitiveness of advanced economies.

3. *Decision makers in general:* Decision makers are systematically being supplied with crucial information, on how to optimize knowledge-referring and knowledge-enhancing decision-making. The nature of this “crucial information” is conceptual as well as empirical (case study-based). Empirical information highlights practical examples and points toward practical solutions (perhaps remedies), conceptual information offers the advantage of further driving and further carrying tools of understanding. Different groups of addressed decision makers could be decision makers at private firms and multinational corporations, responsible for the knowledge portfolio of companies; knowledge and knowledge management consultants; globalization experts, focusing on the internationalization of R&D, S&T, and innovation; experts in university/business research networks; and political scientists, economists, business professionals.
4. *Interested global readership:* Finally, the Springer book series addresses a whole global readership, composed of members who are generally interested in knowledge and innovation. The global readership could partially coincide with the communities, as being described above (“academic communities,” “decision makers”), but could also refer to other constituencies and groups.

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