

Content

List of Tables.....	V
List of Figures	VI
Zusammenfassung.....	VII
Überblick, Methodik und Daten.....	VIII
Ergebnisse und Implikationen.....	IX
Abstract	XI
Overview, methodology and data.....	XII
Results and implications.....	XIII
Publication, presentation and submission record	XV
Acknowledgements	XVII
0. Introduction	1
Context	1
The motivation of companies to innovate and the purpose of this thesis	2
This dissertation	5
The innovation process in scientific literature and in practice.....	8
The right innovation decisions for achieving innovation success	10
References	12
1. Innovation indicators throughout the innovation process: An extensive literature analysis	19
Introduction and motivation	20
Background literature on innovation indicators and business relevance	21
Methodology	25
Description of the analysis process	26

Article selection process and identification of innovation indicators.....	27
Results	28
Findings from the publication analysis.....	29
Synthesis of the literature: company-specific and contextual indicators and factors....	35
Findings from the process and product indicator analysis.....	43
Conclusion and implications	60
Limitations and future research.....	62
References	64
Appendix A	88
2.How to evaluate innovative ideas and concepts at the front-end?	107
Introduction	108
Prior research.....	111
Literature review.....	112
Innovation indicators used in this study.....	114
Agile development methods and capabilities.....	115
Methodology	116
Analyses and results	121
Front-end innovation indicators in practice.....	122
Front-end indicators from the literature	123
Practical applicability of front-end indicators	131
Synthesis of results: indicator cockpit.....	132
Front-end evaluation approach.....	133
Discussion	134
Conclusion.....	138
Limitations and future research.....	139

References	141
Appendix B	151
3. Innovation commercialization.....	153
Introduction	155
Theoretical considerations	157
Innovation process.....	157
Literature on success factors of innovations	158
Research gap and objectives.....	160
Hypotheses	161
Data and methods	166
Results	171
Discussion	176
Theoretical implications.....	179
Managerial implications	180
Limitations and future research	181
Conclusion.....	182
References	184
Appendix C	191
4. Conclusion.....	193
The necessity of precisely defined front-end indicators to evaluate ideas.....	194
The structured front-end of the innovation process requires front-end indicators	196
A balanced innovation portfolio for an improved commercialization of innovations	197
Framing the evaluation of ideas and concepts for innovations at the front-end	199
Managerial implications	203
Theoretical implications	205
Limitations and future research.....	206

References	209
------------------	-----