

Failures of Innovations: Not so bad after all?

- Guest editors
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Overview

Topic

According to some research evidence (e.g., Rizova, 2006; Balachandra & Friar, 1997; Carr, 1996; Cozijnsen *et al.*, 2000; Wycoff, 2003), the percentage of innovation projects and business initiatives that failed either completely or partly is remarkably high and could exceed, in some cases, 70% of the initiated innovation projects. There might be a link to the reported innovation funnel (Dunphy *et al.*, 1996; Stevens & Burley, 1997). Failure seems an inevitable part of the innovation process, and most successful organizations factor in an appropriate level of risk. Perhaps it is because all organizations experience failure that many choose not to monitor the level of failure very closely.

Academic Rationale

However, studies on technological innovations most frequently lay stress on factors contributing to increase technological innovation and innovativeness, and empirical studies on innovation failures are much less numerous than those on innovation successes. As a consequence, conceptualization and measurement of failures have received much less attention in the literature (Galia and Legros, 2004; Madsen and Ulhøi, 2002; Smith-Doerr *et al.*, 2004).

Therefore, the purpose of this track is to address questions such as:

- What are innovation failures (Idea failures? Technological failures? Commercial failures?...)?
- What are the similarities and differences separating successes from failures in innovation projects?
- To what extent do failures provide opportunities for learning?
- Are innovations failures byproducts of the number of innovation projects? What are the factors that lead to innovation failures?
- What is the impact of the degree of novelty of product innovations on innovation failures?
- Are there differences in the factors explaining the innovation projects that succeed and those that fail?
- What are the practical implications that derive from the findings on these questions for both the research and management of the innovation process?

Conceptual and empirical contributions are welcome.

Special Issue Rationale

The Special Issue makes it possible to explicitly address this topic that has received less academic attention and therefore it will offer a bundling of research efforts. Furthermore, it aims at bringing together the different research that takes place and relate these to each other. The Special Issue aims to be a founding platform from which other research will result.

Special Circumstances

This special issue is linked to the 4th European Conference on Technology Management (6-8 Sept. 2009, Glasgow); authors have to attend to conference to defend their paper. During the conference, the submissions to the special issue will be discussed in dedicated workshops chaired by the guest editors, that way exposing the potential publication to a wider academic audience. The audience will be actively involved in the critical review of the contribution of the paper. That way authors will get more intense feedback in addition to the normal review process for the journal. Shortly after the conference the authors of selected papers will be notified and (binding) instructions for modification of papers will be supplied.

Process for reviewing papers

1st Stage – Submission to Conference

- March 26, 2009: Abstracts submission (www.edas.info, EuroMOT 2009, Track B4)
- March 1, 2009: Decisions on abstracts
- June 1, 2009: Full paper submission
- June 23, 2009: Review of papers and final acceptance
- July 7, 2009: Final submission of full papers

2nd Stage – Discussion of Conference Paper

- August 2009: First selection of papers (for workshops), others will be kept in reserve
- 7-8 Sept. 2009: Workshop on Special Issue during the conference (workshops will include discussion of paper and review of paper by audience)
- Sept. 30, 2009: Decision on invitation to Special Issue, dependant on review and revisions
- Nov. 30, 2009: Submission of draft manuscript for journal

3rd Stage – Discussion of Draft Paper Special Issue

- Dec. 31, 2009: Review and final decision about draft manuscript
- Feb. 28, 2010: Submission of final manuscript
- March 31, 2010: Review of final manuscript
- April, 2010: Final preparation of manuscripts for journal