

PREFACE

‘Strengthening the links in the knowledge, Innovation and Enterprise Chain’

The Organising Team of the International Conference on Knowledge, Innovation and Enterprise is enormously delighted to publish this book—*Short Research Papers on Knowledge, Innovation and Enterprise*—as part of the 2013 KIE Conference Book Series. It is also a real privilege for us to have a wide range of subject specialists to contribute to this book.

Knowledge, Innovation and Enterprise are significant themes of the KIE conference—innovation sits at the heart of what the KIE conference is all about. Innovation in this context is broadly defined. I have—along with a colleague from IBM—conceptualised innovation in a seminal work as a by-product of creativity (see Ogunleye and Tankeh, 2006; Tankeh and Ogunleye, 2007). At the heart of innovation is knowledge. But knowledge on its own will not produce a desired result: it requires our abilities to apply that knowledge in a variety of contexts—both to familiar and unfamiliar situations—in a way that creates or adds value (see also Ogunleye, 2001). Creating or adding value to a product or service or taking the outcome of innovation to the marketplace is an art of enterprise—something that is relished by every entrepreneur. So our mission at the KIE Conference is to provide a platform for stakeholders in the fields to join hands with us to strengthen the knowledge, innovation and enterprise chain.

Finally, I’m grateful to all the authors in creating time from their very busy schedules to contribute to this book. Thank you.

James Ogunleye, PhD, FRSA
Chairman, 2013 KIE Conference

References

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