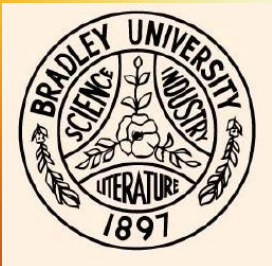


CHANGE

▶ NetEntre 2008 - 2010 *Networked Entrepreneurship*

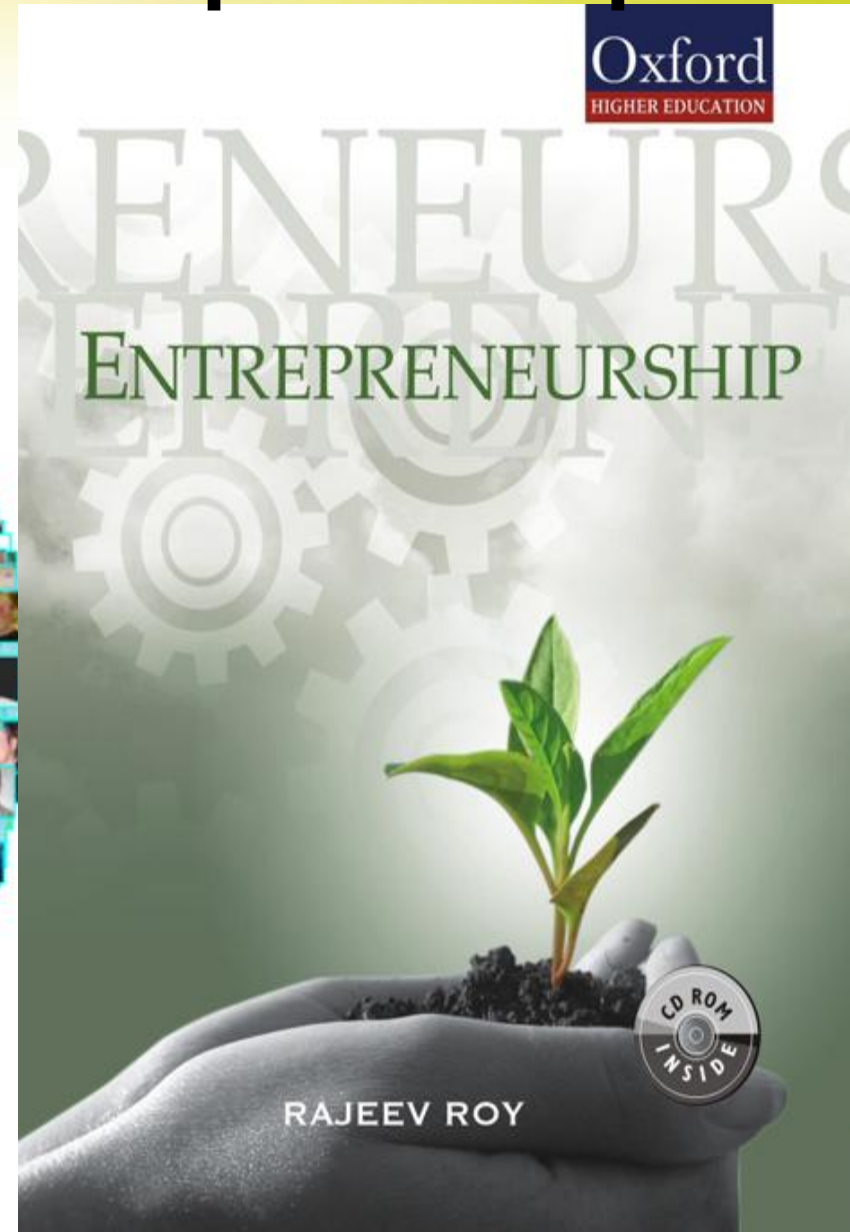
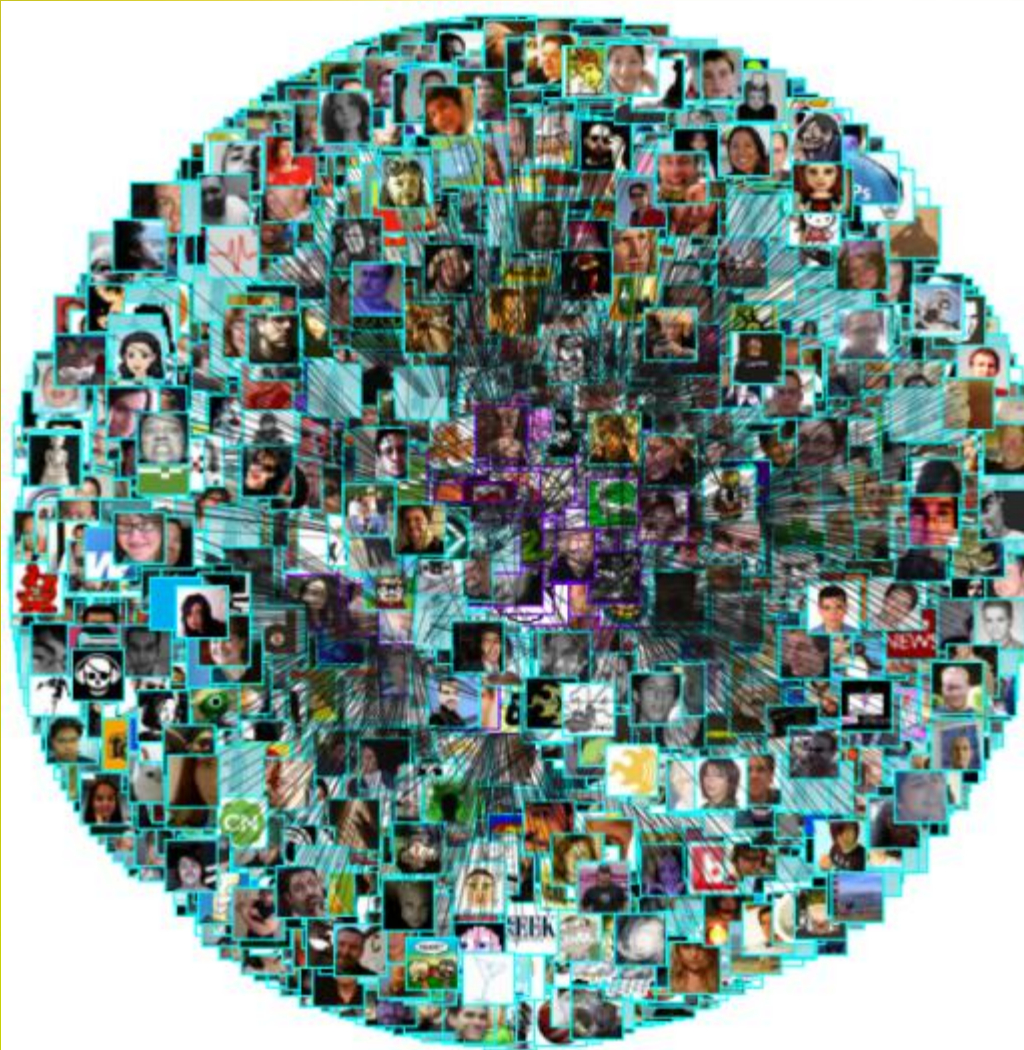
Dsc (Tech.) Taina Tukiainen
Metropolia
Taloussanommat 2010



TEKES/Technopolis

Networked Innovation/Entrepreneurship

- Create mutual interest ; win-win



**Networked service innovations together with
the new business models and systematic approach
- is a key to the success**



Networked Entrepreneurship in Brief

- **Fundamental puzzle**

- Globalization, ICT, services and networks have increased turbulence in business environments vs. global/national competitiveness
- Conventional wisdom on networks in generating an entrepreneurial and innovative environment, and new businesses is insufficient

- **Execution in collaboration with**

- Technopolis
- Helsinki City
- Metropolia & Bradley University

Research questions

- 1) What is the role of public, private, and academic networks in generating new businesses and
- 2) How do entrepreneurs effectively use these networks?



Basic Goals

- Identify Available Networks
- Gain Insights on How Networks Help Generate Entrepreneurship
- Identify Best Practices in Managing Networks
- Compare Institutional Arrangements
- Generate Policy Implications

New skills are needed

- **All national economies are shifting to services**

- major industrialized nations are >75% services,
- growth increasingly depends on service innovation

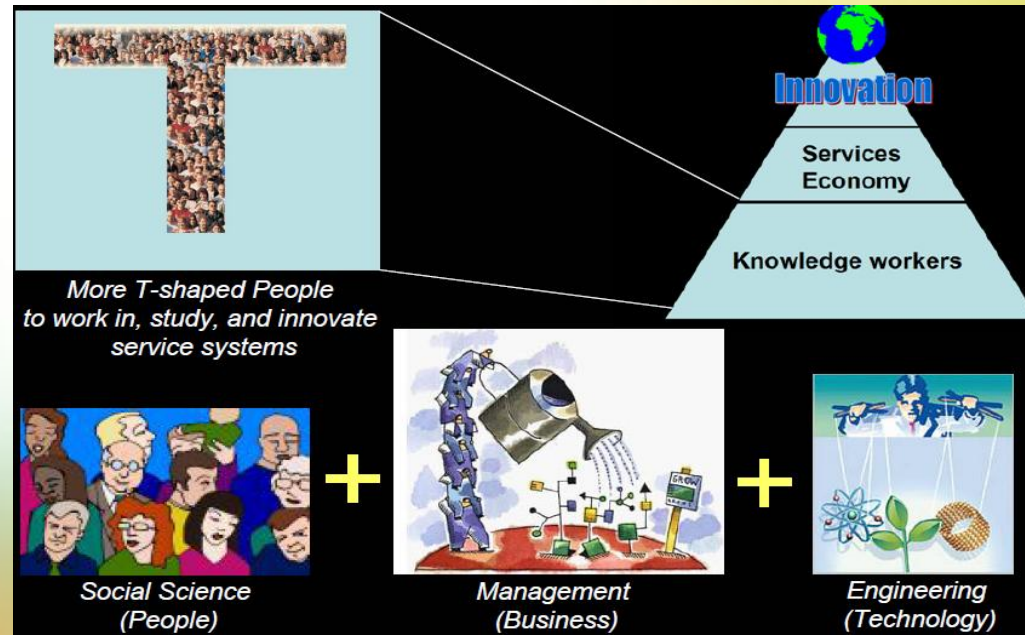
- **New people, business, organization, technology skills are needed**

- new professions and new tools

- **Educational system is slowly shifting toward services**

- service management, operations, marketing, and engineering courses
- new multidiscipline (like SSME) needed, to integrate and break down silos

- **National policy towards service innovation**





Business and management

Technology

Science and Engineering

Industrial and Systems Engineering

Computer Science & Info. Systems

Math and Operations Research

Economics and Social Sciences

Business Anthropology

Organizational Change & Learning

Business and Management

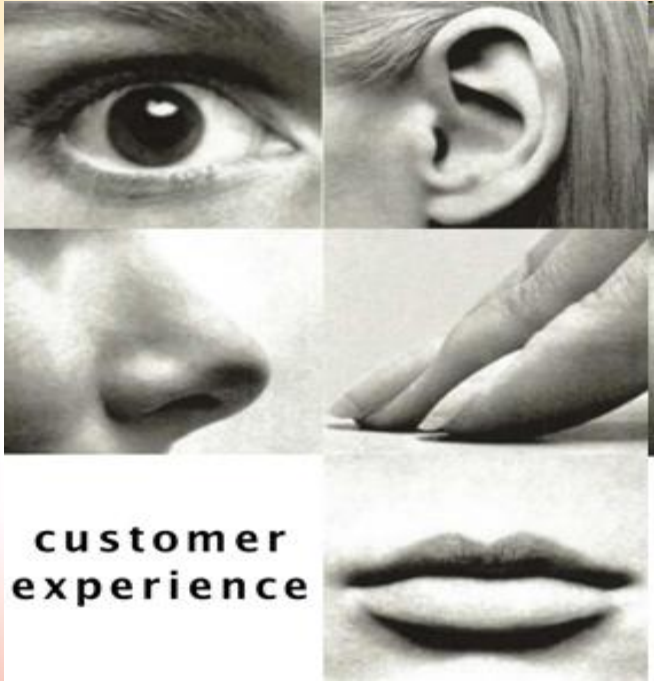


Networks

Mindset & Attitudes

Skills

Knowledge



**customer
experience**

Questions?

Thank you !

CHANGE