

Identifying Business Opportunities Through Innovation



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ABOUT THE BOOK

If you are an aspiring entrepreneur or a newly initiated one trying to figure out the path to traverse in the course of an uncertain entrepreneurial journey, then this book is for you. If you are a manager looking to innovate and improve your offerings, you will likely find some useful tips in this book.

This book aims to guide entrepreneurs and managers on how to go about identifying business opportunities through innovation. It presents lessons and insights gleaned from original research, conducted amongst hundreds of global entrepreneurs, that explored how they went about identifying business opportunities and developing effective business strategies. Besides appropriate business examples from around the world that illustrate some important principles of ideation and execution, we also discuss how companies transform themselves in the face of challenges and difficulties.

This book will equip aspiring entrepreneurs and business managers as well as students of entrepreneurship with the necessary skill sets to emerge successful in this turbulent economic climate. Effective tips on identifying potential business opportunities, systematic steps for developing business ideas, as well as strategies for sustaining a business through the adoption of emerging technologies are covered with examples in the book.

In these pandemic ridden times, this book will no doubt be a useful resource for entrepreneurs and managers looking to ride out the key challenges and emerge as survivors.

READERSHIP

Aspiring and practicing young entrepreneurs; managers of organisations interested in innovation; tertiary students of entrepreneurship; academics and researchers with a special interest in entrepreneurship and focused on Asian region; policy and decision makers in the domain of entrepreneurship from Asia.

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ABOUT THE AUTHORS

Wai Fong Boh is Professor of Information Systems at Nanyang Technological University (NTU) in Singapore. She is currently the Deputy Dean of Nanyang Business School (NBS), Head of the Division of Information Technology and Operations Division, Director of Information Management Research Centre (IMARC) at NBS and co-Director of the Singapore Agri-Innovation Lab (SAIL @ NTU). She received her PhD from the Tepper School of Business at the Carnegie Mellon University. She conducts research in the areas of knowledge and innovation management and entrepreneurship. She has published many articles in top management journals including *Management Science*, *MIS Quarterly*, *Academy of Management Journal*, and *Research Policy*. She has also won multiple awards, including awards for best papers in journals, conferences, and as a best IS professor in Asia. Professor Boh is a seasoned and versatile instructor who teaches at both undergraduate and graduate levels. She has spoken in multiple industry conferences, and specializes in research and conducting training for entrepreneurs, managers and employees in areas related to innovation and entrepreneurship. Professor Boh is also sought after by private organizations as well as government agencies to conduct training programs. She is often cited and interviewed in the media. Prof Boh is currently Senior Editor of *MIS Quarterly*, and has been previously AE for *Management Science* and *ISR*, and is on the editorial board of multiple top journals, including *Journal of Management Information Systems*, and *Journal of Strategic Information Systems*.

Thara Ravindran is currently a Research Fellow at the Information and Management Research Center (IMARC), Nanyang Business School, Nanyang Technological University. Dr Ravindran has a PhD in Information Systems from the Wee Kin Wee School of Communication and Information, NTU and a Masters in Knowledge Management (Lexis-Nexis Gold medal winner) from the same school. Over the years, Dr Ravindran has worked on several projects in the areas of entrepreneurship, innovation, and strategy, including an NRF funded project that examined the effect of innovation practices of SMEs and start-ups in Singapore on firm performance, a global robotics strategy for Continental Automotive using a SWOT analysis of key sectors and a strategic plan based on projected market turnovers in food delivery within ASEAN besides a project examining the usability and adoption of delivery robots. +Besides Dr Ravindran is experienced in grant writing being part of a team that won an SGD 2 million grant for a smart city project sponsored by MND. Dr Ravindran has co-authored a recent paper published on entrepreneurship against the context of COVID as well as several others in the domain of social network use which are often cited by researchers from within the domain.

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