



MEET OUR RESEARCH FACULTY

# Dr. Elif Bascavusoglu-Moreau

Assistant Professor

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## Research Interests

Innovation management

Open innovation and search for external knowledge

Entrepreneurship and SMEs

Service innovation and servitization

Research focus on the dynamic process of building successful high growth firms, investigating on three inter-related areas: how firms develop their strategies and methods in order to increase their competitiveness, internal and external sources of capabilities and knowledge spillovers and issues related to intellectual property rights.

## Research Collaborations

Global Entrepreneurship Monitor (GEM) UAE Team Member

## Publications

### Book Chapters

"Impact of SME Policies on Innovation Capabilities: The Turkish Case." In I. Yetkiner, M. Pamukcu, and E. Erdil (Eds.), *Industrial Dynamics, Innovation Policy, and Economic Growth through Technological Advancements* (pp. 159-184). IGI Global

"Entrepreneurship and National System of Innovation: What is missing in Turkey?" in A. Szirmai, W. Naude and M. Goedhuys (Eds.) *Entrepreneurship, Innovation and Economic Development* Oxford University Press : Oxford

"Does Trade Transfer Technology to Emerging Countries" in Willy Spanjers (Eds.) *Monetary Policy, Trade, and Convergence in Transition Economies*, VWF, Berlin - Germany

"Registered Designs and Business Performance: Exploring the Link" (with B. Tether) In *Economics of Design Rights*. Intellectual Property Office, IPO: London

### Journal Articles

"The Role of Demand on Innovation: Evidence from a Resource Rich Economy" (with S. Mahroum) INSEAD Working Paper 2017/31/IPI

"Toward a behavioral theory of open innovation", (with O. Alexy and A. Salter) *Industrial and Corporate Change*, Volume 25, Issue 2, 2016, Pages 289–306

"Open service innovation and the firm's search for external knowledge", (with A. Mina and A. Hughes) *Research Policy*, 43 (5) 2014 pp.853-866

"Exploiting knowledge flows: internal, external openness and the innovative performance of business services" (with A. Mina and A. Hughes) *Best Paper Proceedings for the 2013 Academy of Management Meeting*

"Knowledge Spillovers and Sources of Knowledge in the Manufacturing Sector", (with C. Li) Evidence Paper for the Foresight (2013). The Future of Manufacturing: A new era of opportunity and challenge for the UK Project Report, The Government Office for Science, London

"The Role of Creativity in Development of Innovation in Tourism" (with S. Kopera, and E. Wszendybyt-Skulska) Journal of Entrepreneurship, Management and Innovation 9(1) 2013 pp. 5-15.

"Innovation and Knowledge Spillovers to Developing Countries : A Patent Citation Analysis." International Journal of Economic Issues, 2011, Vol2, No:2: 159-185

## **Affiliations**

Research Associate – Centre for Business Research, University of Cambridge

Senior Research Fellow – INSEAD's Innovation Policy Initiative