

ENTREPRENEURSHIP & INNOVATION

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Figure 1: Triad of EO, Innovation and Entrepreneurship

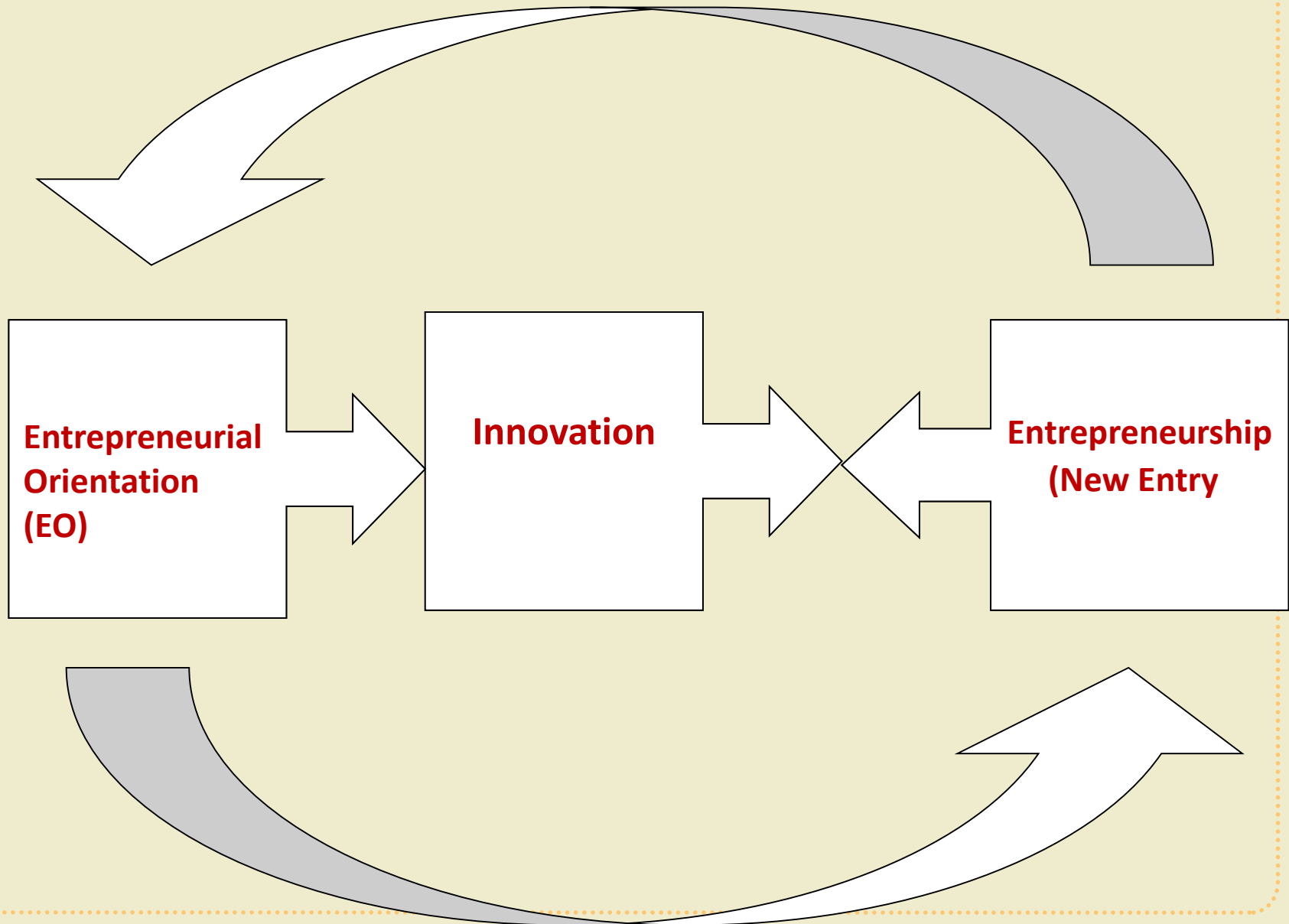


Figure 3: Dimensions of EO

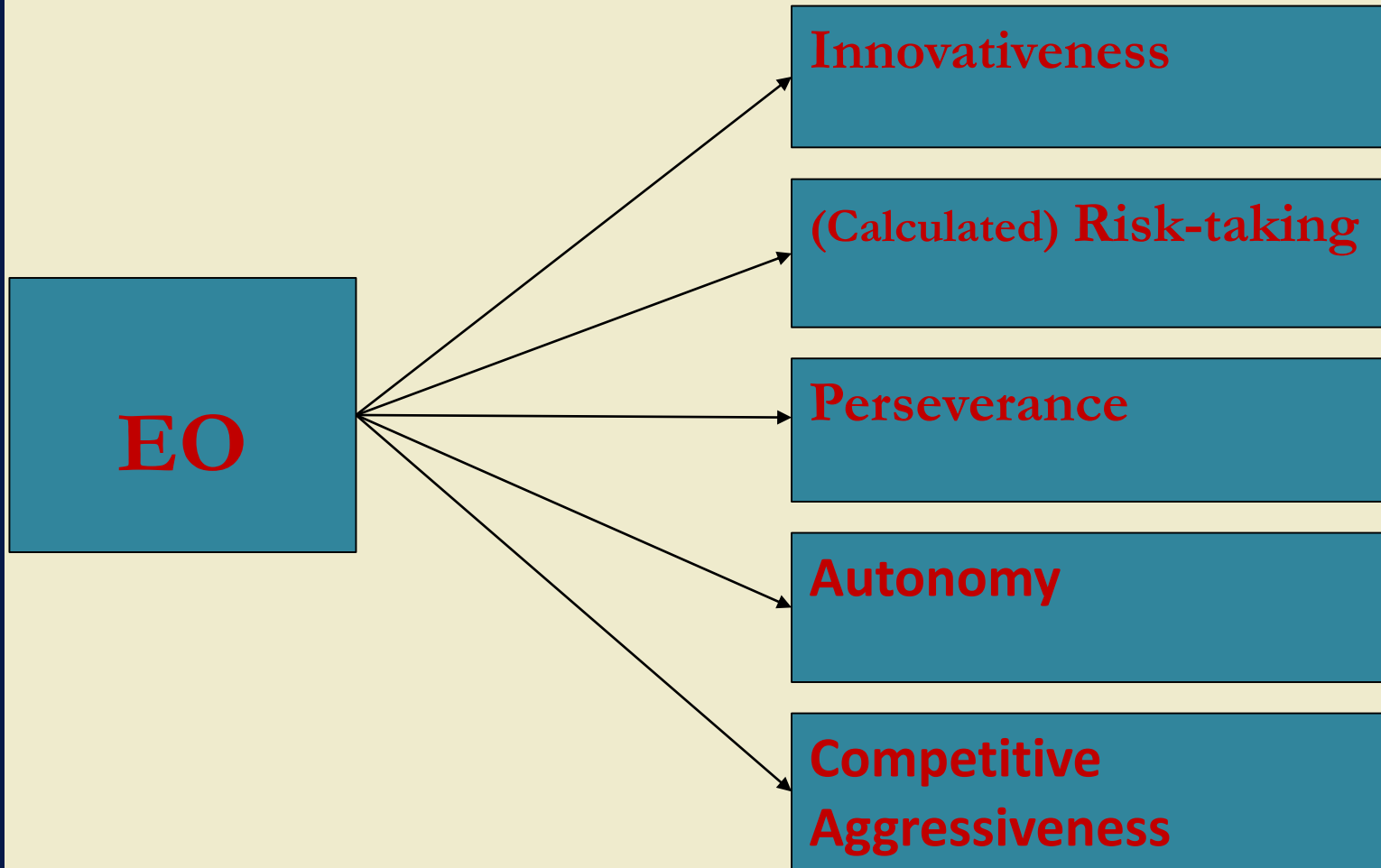
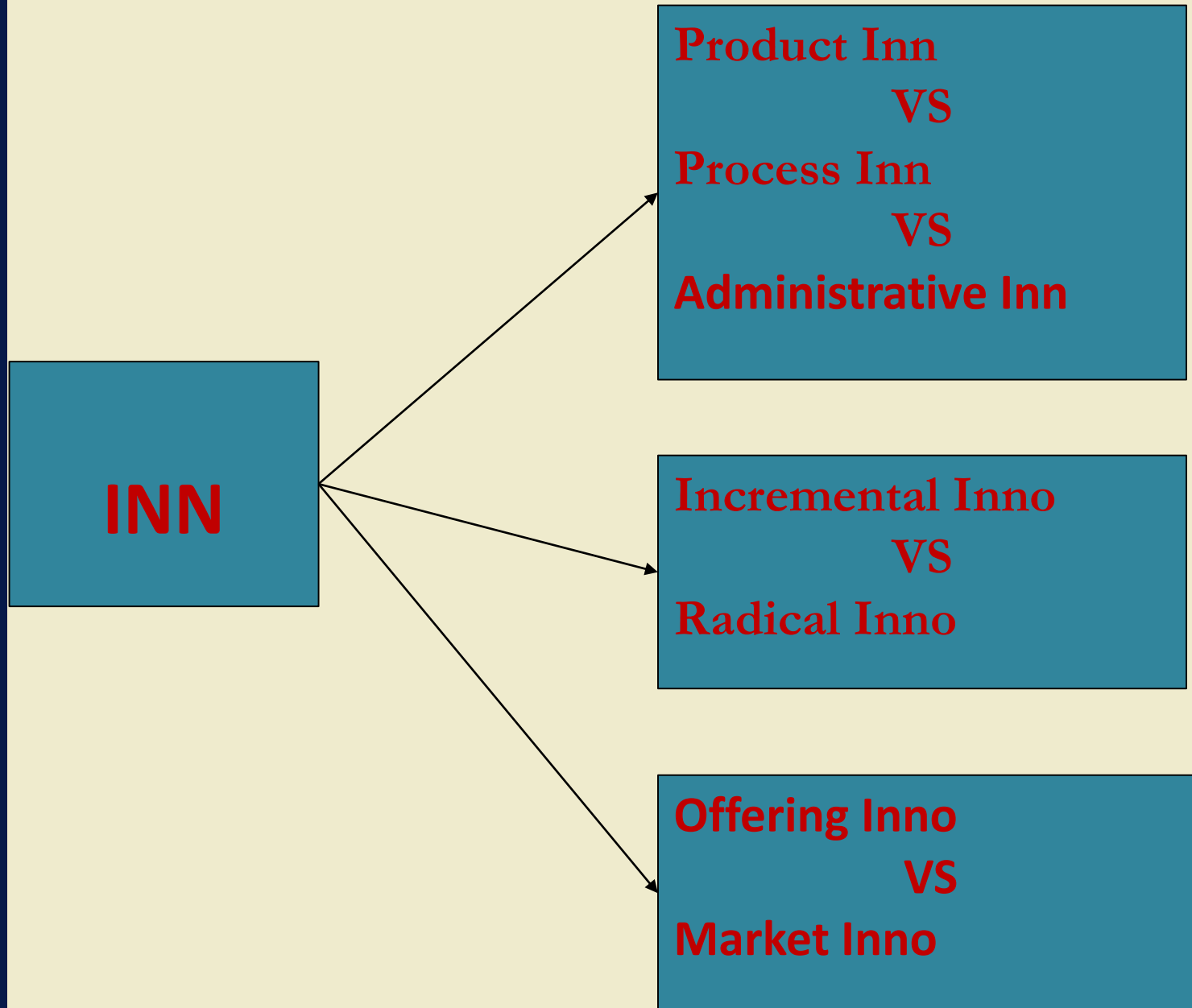


Figure 3: Classifications of Innovation



Offering-Market Opportunity Matrix

Offerings	Markets	
	Current Market	New Market
Existing Product	Share Building	Market Development
New Product	Product Development	Diversification

Figure 3: Classifications of NE

Based on Profit Motive

**New Business Venture
VS
Intrapreneurship**

**Social Entrepreneurship
VS
For-Profit Entrepreneurship**

Based on Affiliation

Based on Origin

NE

**Indigenous Entrepreneurship
VS
Diaspora Entrepreneurship
VS
International Entrepreneurship**

Based on Physical Presence

Based on Market Entry Strategy

**Brick & Mortar
VS
Cyber- /Techno-preneurship**

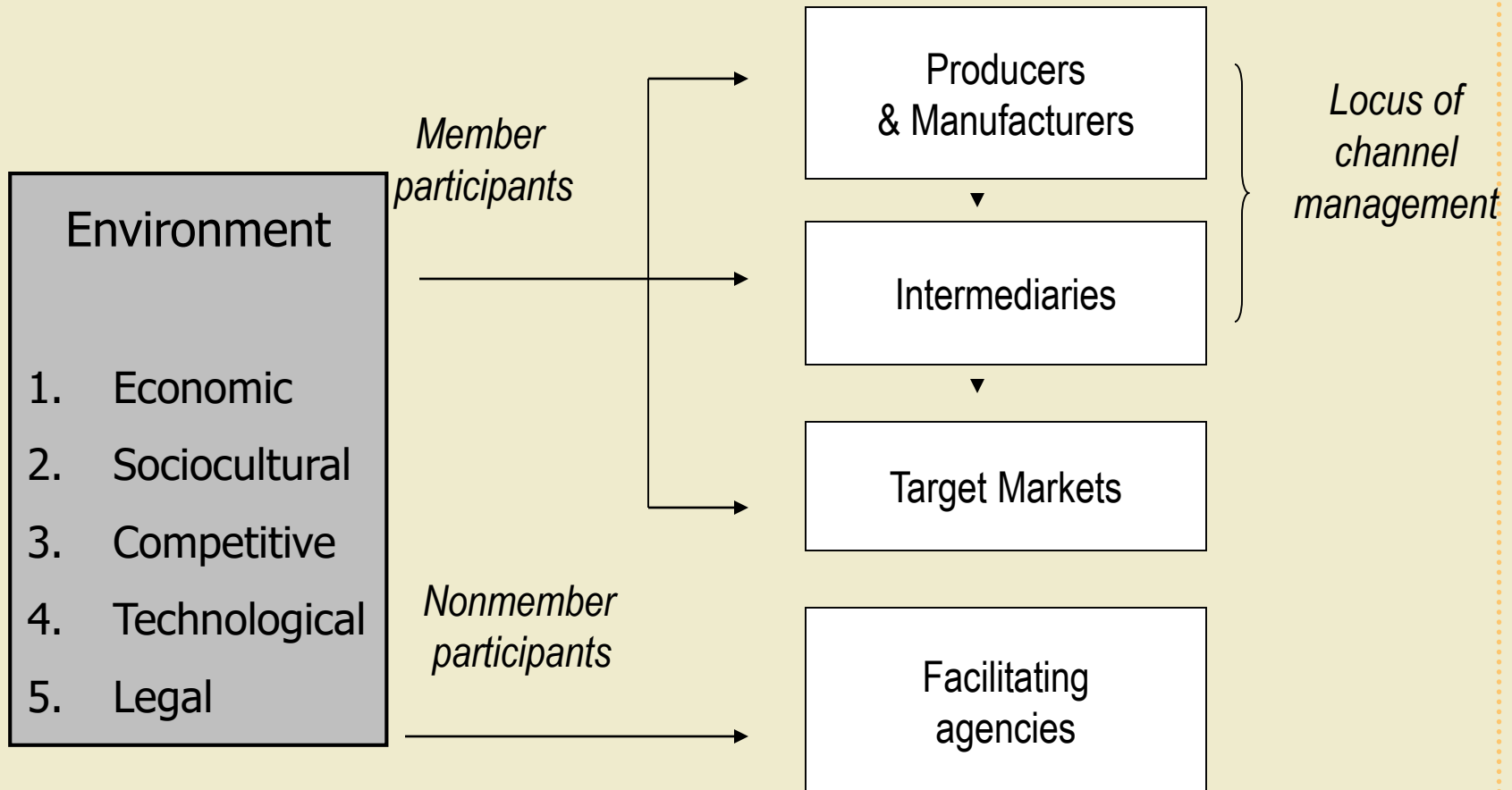
**Born Global
VS
Uppsala Model**

SO WHERE DO I START



“IDEA”

Sources of Ideas: 1. The Environment



2. Service Blueprint

(e.g. Overnight Hotel Stay Service)

FIGURE 8.6
Blueprint for Overnight Hotel Stay Service

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