

1) Beispiele Monographien

a) Buch

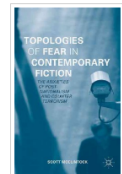
**Zitieren 2.0 elektronische Quellen und Projektmaterialien richtig zitieren von Prof. Dr. Thomas Träger**

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 Autoren: Träger, Thomas, Verfasserin  
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b) Buch

**Topologies of fear in contemporary fiction the anxieties of post-nationalism and counter terrorism  
 Scott McClintock**

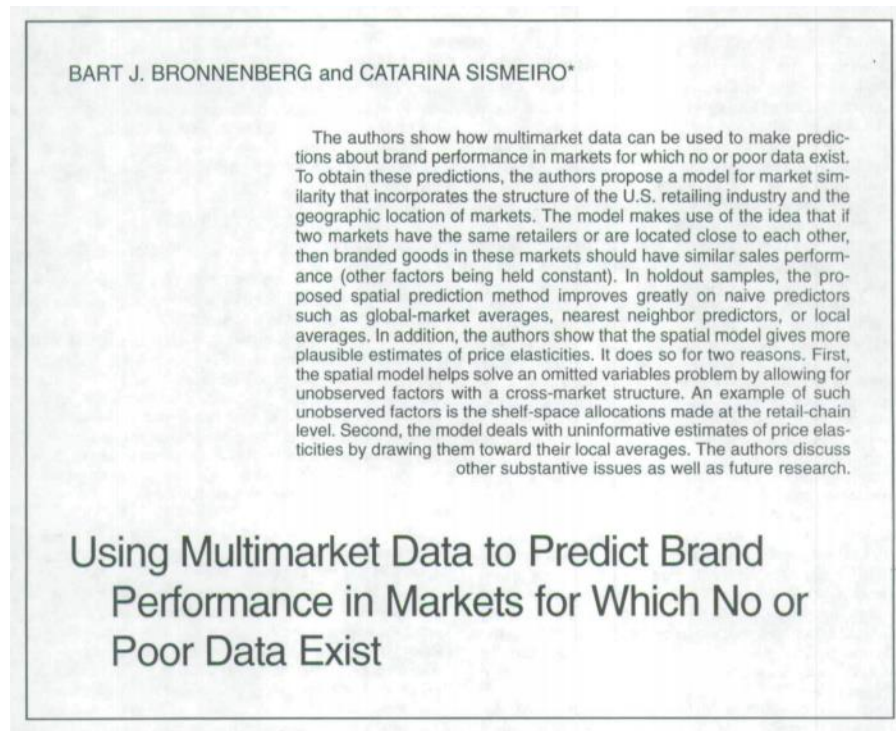
Sprache: English  
 Autoren: McClintock, Scott, 1963-, Verfasserin  
 Publikations-Informationen: Basingstoke, Hampshire Palgrave Macmillan, 2015  
 Erscheinungsdatum: 2015  
 Umfang: vi, 223 Seiten 23 cm  
 Publikationstyp: Book  
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**Fear in literature**  
**Terrorism in literature**  
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2) Beispiele Aufsatz:

a) Print



b) E-Journal

Ergebnis der Suche nach Ofek, Elie AND innovate imitate im Wissensportal

Journal of Marketing Research / Vol. 45, No. 5

JOURNAL ARTICLE  
**To Innovate or Imitate? Entry Strategy and the Role of Market Research**  
 Elie Ofek and Ozge Turut

Journal of Marketing Research  
 Vol. 45, No. 5 (Oct., 2008),  
 pp. 575-592 (18 pages)  
 Published by Sage Publications, Inc. on behalf of American Marketing Association

Stable URL  
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**Abstract**  
 A firm planning market entry can attempt to develop a product that is either similar to the incumbent's existing offering (imitation) or entirely novel (innovation). The authors establish that when the incumbent is more aggressive in research and development (R&D), this negatively affects the entrant's marginal return on R&D. Thus, if greater

ELIE OFEK and OZGE TURUT\*

A firm planning market entry can attempt to develop a product that is either similar to the incumbent's existing offering (imitation) or entirely novel (innovation). The authors establish that when the incumbent is more aggressive in research and development (R&D), this negatively affects the entrant's marginal return on R&D. Thus, if greater profits produce a strong (weak) desire for the incumbent to increase its R&D level, the entrant will respond by sharply decreasing (increasing) its R&D level. As a result, the incumbent's likelihood of retaining the lead position will exhibit an inverse U-shaped pattern as a function of monopoly and duopoly profits. The authors then examine the impact of uncertainty about the rewards from new products and allow firms to conduct market research to resolve the uncertainty. They characterize the conditions for the entrant's innovation versus imitation decision to reveal information about future rewards to the incumbent. When duopoly profits are uncertain and can be either high (upside potential) or low (downside potential), the entry strategy will be revealing if the upside potential is attractive enough relative to monopoly profits. In contrast, when innovation has uncertain commercial potential (i.e., either valued or not valued by consumers), the entry strategy will be revealing if duopoly profits are unattractive relative to monopoly profits. In these cases, the entrant's innovation-imitation decision is driven by market research; this allows the incumbent to forgo market research and infer the true state of demand from the type of entry strategy it observes.

Keywords: new product development, entry strategy, market research, innovation management

**To Innovate or Imitate? Entry Strategy and the Role of Market Research**

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**CHICAGO**  
 Ofek, Elie, and Ozge Turut. "To Innovate or Imitate? Entry Strategy and the Role of Market Research." *Journal of Marketing Research* 45, no. 5 (2008): 575-92. Accessed October 22, 2020. <http://www.jstor.org/stable/20618844>.

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Ergebnis der Suche nach Ofek, Elie AND innovate imitate in der Datenbank Business Source Premier (Quelle)

**To Innovate or Imitate? Entry Strategy and the Role of Market Research.**

<b>Autoren:</b>	Ofek, Elie <sup>1</sup> Turut, Ozge <sup>2</sup>
<b>Quelle:</b>	Journal of Marketing Research (JMR), Oct2008, Vol. 45 Issue 5, p575-592. 18p. 6 Diagrams, 3 Charts.
<b>Dokumenttyp:</b>	Article
<b>Schlagwörter:</b>	*NEW product development *MARKET entry *INNOVATION management *RESEARCH & development *BUSINESS planning *DECISION making in marketing *MARKETING research *MARKETING strategy *PRODUCT design *FOLLOWER advantage *FIRST-mover advantage *CREATIVITY in advertising
<b>Stichwörter der Autoren:</b>	entry strategy innovation management market research new product development
<b>NAICS/Industrie-Codes:</b>	541910 Marketing Research and Public Opinion Polling 541613 Marketing Consulting Services 541420 Industrial Design Services 541711 Research and Development in Biotechnology 541712 Research and Development in the Physical, Engineering, and Life Sciences (except Biotechnology)
<b>Abstract:</b>	A firm planning market entry can attempt to develop a product that is either similar to the incumbent's existing offering (imitation) or entirely novel (in and development (R&D)), this negatively affects the entrant's marginal return on R&D. Thus, if greater profits produce a strong (weak) desire for the inc (increasing) its R&D level. As a result, the incumbent's likelihood of retaining the lead position will exhibit an inverse U-shaped pattern as a function of the rewards from new products and allow firms to conduct market research to resolve the uncertainty. They characterize the conditions for the entrant incumbent. When duopoly profits are uncertain and can be either high (upside potential) or low (downside potential), the entry strategy will be revealing when innovation has uncertain commercial potential (i.e., either valued or not valued by consumers), the entry strategy will be revealing if duopoly profit limitation decision is driven by market research; this allows the incumbent to forgo market research and infer the true state of demand from the type of  <i>Copyright of Journal of Marketing Research (JMR) is the property of American Marketing Association and its content may not be copied or emailed to multiple sites or posted to a listserv without the copyright holder's express written permission. However, users may print, download, or email articles for individual use. This abstract may be abridged. No warranty is given about the accuracy of the copy. Users should refer to the original published version of the material for the full abstract. (Copyright applies to all Abstracts.)</i>
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<b>ISSN:</b>	0022-2437
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**A review of assembly optimisation applications using discrete event simulation.**

<b>Autoren:</b>	Prajapat, Neha <sup>1,2</sup> (AUTHOR) <a href="mailto:neha.prajapat@cranfield.ac.uk">neha.prajapat@cranfield.ac.uk</a> Tiwari, Ashutosh <sup>1</sup> (AUTHOR)	
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<b>Dokumenttyp:</b>	Article	
<b>Schlagwörter:</b>	*MATHEMATICAL optimization *ARTIFICIAL intelligence *SIMULATION methods & models <b>DISCRETE</b> element method COMPUTER simulation	
<b>Stichwörter der Autoren:</b>	<b>assembly</b> discrete event simulation multi-objective <b>optimisation</b>	
<b>Abstract:</b>	This article reviews literature on the application of Discrete Event Simulation (DES) and optimisation methods for assembly systems. Data from papers is collated and classified based on application domain, optimisation objective functions, model formulations and optimisation methods. This classification enables the identification of key trends within the research. The most common objective functions applied within studies are time and throughput. In addition, what-if scenario analysis is identified as the most common optimisation method. An increase in the use of hybrid methods for simulation modelling and growing application of Artificial Intelligence methods for multi-objective optimisation of DES models has been noted. These growing trends provide a variety of interesting areas for progress in future research. [ABSTRACT FROM AUTHOR]  <i>Copyright of International Journal of Computer Integrated Manufacturing is the property of Taylor &amp; Francis Ltd and its content may not be copied or emailed to multiple sites or posted to a listserv without the copyright holder's express written permission. However, users may print, download, or email articles for individual use. This abstract may be abridged. No warranty is given about the accuracy of the copy. Users should refer to the original published version of the material for the full abstract. (Copyright applies to all Abstracts.)</i>	
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