

Hurdle analysis for processes of industrial biotechnology

Market analysis for biotechnology

(paper under review)

We develop a framework for industry analysis of emerging technologies, like biotechnology, which guides strategic management to understand the environment and how it shapes an industry. Therefore, we combine the five competitive forces (Porter, 1980; Porter, 2008) and the analysis of political, economic, social, technological, environmental and legal factors of the macro environment (PESTEL analysis). The identified stakeholders (see figure 1) are classified according to power, legitimacy and urgency (Mitchell, Agle, & Wood, 1997).

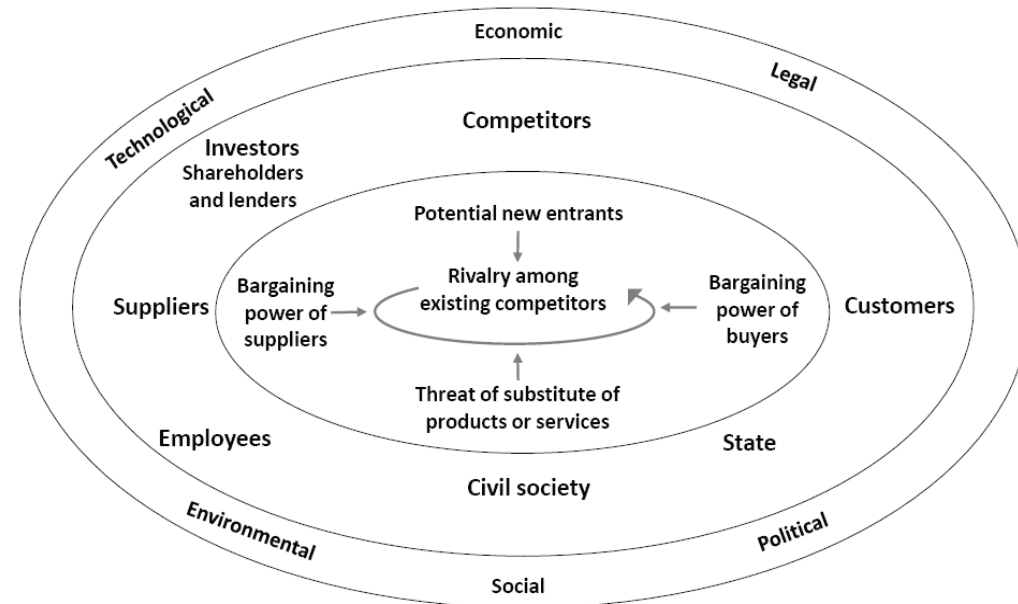


Figure 1: Identified stakeholders

Review of empirical studies on innovation barriers (work in progress)

With the aim to provide a snapshot of the state-of-the-science of empirical studies of the innovation barriers, with special emphasis on identified barrier in the previous research we conduct a systematic review based on a comprehensive data base search and a computer-based content analysis with MACqda10.

Delphi-study to identify barriers to industrial biotechnology (in preparation)

To identify barriers to industrial biotechnology we plan a dissensus-based Delphi-study. Representatives of the industrial biotechnology in Germany are questioned. The second round will be internet-based and provides all participants with the results of the expert interviews.