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Article Selection Unit 4

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**Bibliographic Entry**

Mlecnik, Ervin. (2014). Which factors determine the success of strategic niche developments?:

Reflections from the emergence of a passive house network. Construction Innovation; London *14.1*, 36-51

**Abstract**

The goal of this article is to review and discuss the limitations of “strategic niche management” (SNM) success factors in relation to experiences of an enterprise network (Ervin, 2014). The authors describe a house innovation network in the Flemish Region. The authors found that small and medium sized innovators and using a dedicated regional enterprise network. The article also addresses limitations of SNM success factors during the formation of enterprise networks.

**Big Ideas**

The study presented in this article primarily focused on SNM success factors such as envisioning, learning, and network composition and formation. The study confirmed the importance of the success factor by a detailed innovation journey (Ervin, 2014). In 2000, there wasn’t a perspective for a government policy to strengthen energy performance requirements to encourage energy efficiency. This was the beginning step; the organization had to start a vision that would build energy efficient buildings. Since they had a business case to build the buildings, companies started to learn how to innovate. They started to research ways on how to make properties energy efficient. The company had to educate themselves because no one in the industry was making progress like this. By doing this, they were on the bleeding edge of construction. The next success factor was to build a network so that you can share information and being improving processes so that you can continue to get funding for innovation.

**Strengths**

This article was very detailed and the author could give detailed examples and prove the importance of SNM success factors through different journeys. The article did a good job of showing how the main 3 SNM success factors influence the construction industry.

**Weaknesses**

I really like this article and I didn’t notice many weaknesses in the article. One thing I wish the author had included how these success factors could influence other industries.

**Value Added**

The 3 SNM success factors can influence any industry’s outlook on how to begin innovating. Every industry must start with a vision on where they see innovation taking the company in the future. After this, the company must learn how to innovate through learning and failures. Finally, the company must form a network to share issues and document processes that can help improve efficiency. These are all things that can be used in any industry.

**Self Assessment**

Even though this article was about construction, I felt like it still applied to the technology management industry. I felt like I could grasp the concepts mentioned in the article. The article was easy to understand. I would give myself an A.

**References**

Mlecnik, Ervin. (2014). Which factors determine the success of strategic niche developments?:

Reflections from the emergence of a passive house network. Construction Innovation; London *14.1*, 36-51