

## Letter from the Editor

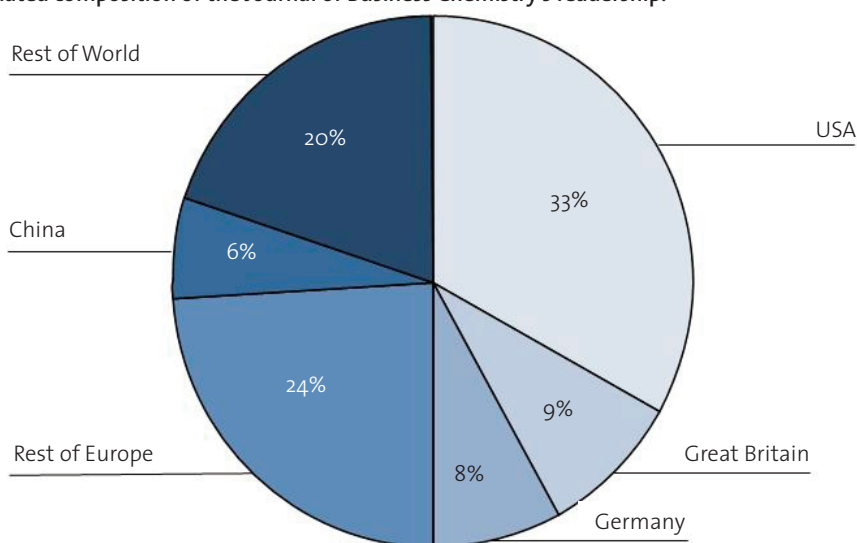
### The Journal of Business Chemistry – Five issues of covering the latest trends in research and practice

While chemistry has never been short of inventions, the commercialization of these inventions into innovations requires a completely different set of skills. Many of the problems occurring in this process no longer deal with natural sciences alone but are rather related to topics from the field of business administration. However, natural scientists often lack a profound economic knowledge, while at the same time economists rarely understand the chemistry behind the business. Against this background, the Journal of Business Chemistry (JoBC) was founded in 2004 to serve as the next step of academic progress within the field of business chemistry.

As frequent readers might have noticed, the fifth volume of the JoBC's printed edition appears in a completely new layout. We would like to take this opportunity to highlight some of the recent developments around the journal.

Offering a discussion forum for researchers and practitioners from different backgrounds, the journal attracts readers from all over the world, as illustrated in Figure 1.

Fig. 1: Approximated composition of the Journal of Business Chemistry's readership.



The Journal of Business Chemistry mirrors the whole diversity of the field of business chemistry as the list of all articles published so far shows (see below).

At the website "www.businesschemistry.org", all issues of the JoBC are available for download free of charge to offer a fast and convenient access to newest research insights. Several hundred visitors of the website each month demonstrate the demand for a medium that addresses questions at the intersection of business and chemistry.

We believe that the still very young research field of business chemistry will continue to grow in importance, as the increasing specialization in all parts of the economy calls for interdisciplinary approaches to solve complex problems. With the Journal of Business Chemistry, researchers and practitioners from the chemical and neighbouring industries have a platform to share and discuss new insights into research questions from the field of business chemistry.

We would like to thank all authors and reviewers for their contributions. Now enjoy the new layout and reading the first issue of the Journal of Business Chemistry in 2008. If you have any comments or suggestions, please send us an email at [contact@businesschemistry.org](mailto:contact@businesschemistry.org).

*Prof. Dr. Jens Leker*  
Editor-in-Chief  
*Benjamin Niedergassel*  
and *Clive-Steven Curran*  
Executive Editors

Author(s)	Title
Holger Ernst, Bernd Fabry, and Jan Henrik Soll	Enhancing Market-Oriented R&D Planning by Integrated Market and Patent Portfolios
Ming-Chin Chen	Intellectual Capital and Competitive Advantages: The Case of TTY Biopharm Company
Hans Höcker and Hans-Jürgen Nettelbreker	Accelerating the Processes of Innovation: Degussa's New Bonus System Creates Innovation Incentives for Creavis Employees
Manfred Fleischer and Michael Troege	Organising Product Stewardship in Large Chemical Companies
Vadake K. Narayanan, Frank Douglas, Daniel Schirlin, Gunther Wess, and Dennis Geising	Virtual Communities as an Organizational Mechanism for Embedding Knowledge in Drug Discovery: The Case of Chemical Biology Platform
Alexander Ditzte, Peter Schmidt, Juan-Carlos Wuhrmann, and Thomas Müller-Kirschbaum	The Human Side of Innovation
Nicholas F. Derera, Natalia Nagy, and Adriana Hoxha	Condiment Paprika Research in Australia
Torsten Frohwein and Bernd Hansjürgens	Chemicals Regulation and the Porter Hypothesis: A Critical Review of the New European Chemicals Regulation
Klaus Heinzelbecker	Futuring in the European Chemical Industry
Jan Smolarski and Neil Wilner	Internationalisation of SMEs: A Micro-Economic Approach
Claudia Liedtke, Iris Christ, and Frank Wiesemann	"Sensory Fit Panel" – Development of a New Advertising Claim Support Method to Assess Aesthetic Diaper Fit Performance in an Objective, Reliable and Reproducible Way
Andreas Gutsch and Michael Dröscher	High-Performance Research for High-Tech Materials
Halla Thorsteinsdóttir, Tirso W. Sáenz, Peter A. Singer, and Abdallah S. Daar	Different Rhythms of Health Biotechnology Development in Brazil and Cuba
Carlos Vallin, Elsa Pimienta, Astrid Ramos, Caridad Rodriguez, Lieve Van Mellaert and Jozef Anne	Streptomyces as a Host for the Secretion of Heterologous Proteins for the Production of Biopharmaceuticals

Aqueil Ahmad	Science and Society in Cuba in the Context of Techno-economic Globalization
Dámarys Suárez, Daniel Zayas, and Frenkel Guisado	Propolis: Patents and Technology Trends for Health Applications
Lelio F. Filho, Dalci Maria dos Santos, Gilda M. Coelho, and Márcio de M. Santos	Future Studies in Brazil: CGGE Approach for Bio- and Nanotechnology
Thomas Kevin Swift	The Global Business of Chemistry: Prospects and Challenges
Yoni Stern, Idit Biton, and Ze'ev Ma'or	Systematically Creating Coincidental Product Evolution
Zarba Alfonso Silvio and Pulvirenti Gaetano	The Consumption of Sicilian Red Oranges: Implications for Firms Involved in Commercialization
Jan Friese, Udo Jung, Thomas Röhm, and Ralf Spettmann	Intellectual Property: An Underestimated and Undermanaged Asset?
Emily Waltz	School for the Bilingual: Dual Master's Degrees in Business and Biotech
Anna Nosella, Giorgio Petroni, and Chiara Verbano	How Do Italian Biotechnology Startups Survive?
Jonathan Köhler	Detergent Phosphates: An EU Policy Assessment
Dieter Wagner	Chemische Fabrik Griesheim – Pioneer of Electrochemistry
Chris Toumey, J. Ryan Reynolds, and Argiri Aggelopoulou	Dialogue on Nanotech: The South Carolina Citizens' School of Nanotechnology
Garrett Upstill, Alan J. Jones, Tom Spurling, and Greg Simpson	Innovation Strategies for the Australian Chemical Industry
Bernd Fabry	Three-Dimensional Valuation of IP Rights
Stefan Nordhoff	The Future Belongs to Renewable Resources
Kristina Riehemann, Arnold M. Raem, Wolfgang Buscher, and Harald Fuchs	CeNTech - Nanotechnological Research and Application
Jan de Wit, Ben Dankbaar, and Geert Vissers	Open Innovation: The New Way of Knowledge Transfer?
Aurilla A. Arntzen-Bechina and Carole A. D. Leguy	A Model of Knowledge Sharing in Biomedical Engineering: Challenges and Requirements
Steffen Rüdiger, Dr. Clemens Elliger, and Dr. Christian Weigel	Value Pricing in the Chemical Industry - Most Powerful Lever to Profitability
Helmut Hügel	Australian Cooperative Business
Yosuf Cader	Knowledge Management and Knowledge-based Marketing
G.L.L. Reniers, W. Dullaert, B.J.M. Ale, F. Verschueren, and K. Soudan	Engineering an Instrument to Evaluate Safety Critical Manning Arrangements in Chemical Industrial Areas
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Marc Fermont	Channel Management in the Chemical Industry - Selecting the Right Option
Manfred Fleischer	Testing Costs and Testing Capacity According to the REACH Requirements - Results of a Survey of Independent and Corporate GLP Laboratories in the EU and Switzerland
Gordon Dyer	Enthalpy Change: Firing Enthusiasm for Learning
Klaus Gottwald	Chemical Plant Engineering Projects - Customers Around the World Prefer Cutting-edge Technology "Made in Germany"