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ENTERprise REsearch InNOVation

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**Focus and Scope**

ENTRENOVA - ENTERprise REsearch InNOVation is dedicated to examining, comprehending and discussing the economic, management, organizational, marketing and other issues related to innovation, information technology, and R&D, driven by enterprises. This theme includes a number of challenges related to the invention of new knowledge (R&D), the diffusion of new knowledge (e.g. through knowledge management), and the exploitation of new knowledge (e.g. innovation in the field of products, processes and/or services).

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