Virtual Business Incubation: A Case Study

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EXECUTIVE SUMMARY

A dynamic economy relies upon pervasive and successful business startups for its long-term economic growth. Research in small business incubation has been at its infant stage. In particular, there is a growing importance in knowledge brokering and the market space for business ideas. This paper is a case study of virtual business incubation through knowledge brokering. A conceptual model of virtual business incubation is developed and further research issues are also discussed.

Keywords: Virtual business incubation, Knowledge brokering, Innovation, Performance