



Smart Cities as Potential Innovation Cores for Entrepreneurs;

Concept of living labs

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Abstract

By 2050 more than 50% of the overall population will live in cities. The concept of the “smart city” has been initiated as a strategic mechanism to encompass modern urban production factors in a framework to emphasize the growing importance of Information and Communication Technologies ICT, environmental and social capital in shaping the competitiveness of cities. Consequently, a large technology companies are increasingly focused on smart cities, as they see their technologies and tech solutions as helping make cities. Given the enormous scope of the smart cities initiatives in whole the world, we expect to see lots of entrepreneurial success stories around smart cities-related technologies and solutions. Smart people create Smart cities, and smart entrepreneurs respond to the current trends by being innovative and creative. There is no standard definition of the concept of living lab. The expression "living lab" has appeared from the intelligence research communities. The term is based on the concept of user experience and ambient intelligence. In most cases, living labs deal with user-centered, open innovation ecosystem, working in a regional context (e.g. agglomeration, city, district), integrating simultaneous research and innovation procedures in a citizen-public-private partnership. Furthermore, living labs differentiated as Public-Private People Partnerships (PPPP) for user-driven open innovation involving quadruple helix stakeholders (companies, researchers, company's public associations and users). This paper aims to illustrate and clarify the concept, objectives and activities of

Living labs as methodology of systematic innovation approach. In addition to shed light in smart cities uses of this methodology as an innovative way of achieving the goals of smart cities

Key Words: Smart Cities, Entrepreneurship, Living labs, Innovation, Urban living labs