



Università degli Studi di Cagliari

Innovation Management

Economia Manageriale - International Management

Introduction

Who am I?



Università degli Studi di Cagliari

Who am I?

GENERAL INFORMATION



***Manuel Castriotta** is assistant professor in organization studies at the Department of Economic and Business Science – University of Cagliari (Italy). His research interests are related to the influence of organizational studies on innovation and entrepreneurship with a focus on **entrepreneurial creativity, entrepreneurship education, and collective cognition**. Methodologically, he combines both science mapping and technological positioning patent approaches exploiting the following **bibliometric techniques**: co-citation, bibliographic coupling, co-word, co-authorship and co-classification analysis. He has published articles in high standing journals including *International Small Business Journal* and *Scientometrics*.*



[Open Access](#) | Published: 25 February 2021

Disentangling the corporate entrepreneurship construct: conceptualizing through co-words

[Manuel Castriotta](#), [Michela Loi](#) , [Elona Marku](#) & [Ludovica Moi](#)

[Scientometrics](#) (2021) | [Cite this article](#)

44 Accesses | [Metrics](#)

Abstract

This study defines the conceptual structure of corporate entrepreneurship (CE) by looking at the terms scholars have used over the last 26 years of research. With the use of a co-word analysis, five distinctive dimensions of CE and the evolution of related key terms are identified: sustained regeneration, competitive advantage, external entrepreneurship, organizational rejuvenation, and domain redefinition. Over time scholars' attention has shifted from strategy to entrepreneurship by highlighting the relevance of the terms 'intrapreneurship' and 'entrepreneurial orientation'. Surprisingly, concepts related to



Manuel Castriotta

[University of Cagliari](#)

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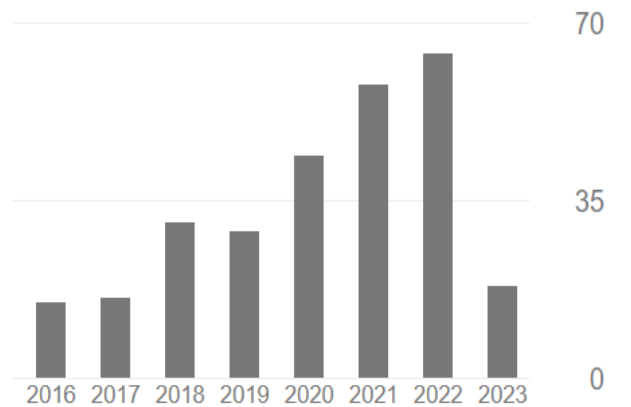
[Organizational innovation p...](#) [Creative hubs](#)

SEGUI

<input type="checkbox"/>	TITOLO	CITATA DA	ANNO
<input type="checkbox"/>	Knowledge creation in patent ecosystems: insights from Singapore CE Schillaci, E Marku, M Castriotta, MC Di Guardo Journal of Knowledge Management 26 (4), 1061-1082	1	2022
<input type="checkbox"/>	When nothing is certain, anything is possible: Open innovation and lean approach at MVM MC Di Guardo, E Marku, WM Bonivento, M Castriotta, F Ferroni, C Galbiati, ... R&D Management 52 (2), 165-177	10	2022
<input type="checkbox"/>	Orchestrating Intercultural Entrepreneurship Education Programmes: A Mediterranean Dialogue Attempt M Elmi, M Castriotta		2022

Citata da [VISUALIZZA TUTTO](#)

	Tutte	Dal 2018
Citazioni	296	245
Indice H	8	7
i10-index	7	5

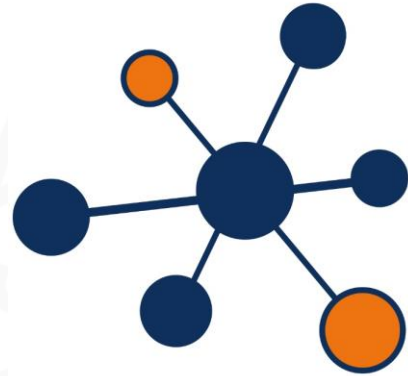


Coautori [MODIFICA](#)



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UniCa

CENTRO
SERVIZI DI ATENEO
PER L'INNOVAZIONE E
L'IMPRENDITORIALITÀ



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CAGLIARI

CLab UniCa
CONTAMINATION LAB
CAGLIARI

CLABUNICA.IT

I CONFINI SONO UN PUNTO DI VISTA

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CREA UniCa



EOS

~ Emerging Organization-Ship ~



NEMO



Who am I really?





The #SailingEGOS Experiment

- *Let's sail to Cagliari!*
- Around 14 researchers at various stages of their careers will sail from Naples to Cagliari and back

OS4 FUTURE and its network, are coordinating EGOSbyTrain&Boat initiatives from various hubs in Europe to make the travel more sustainable, even if an island has to be reached.

#SailingEGOS (under the academic patronage of the **University of Cagliari**) is an additional, smaller, symbolic initiative that seeks to minimize even further the carbon footprint of conference attendance and, at the same time, increase its "mindprint".



Organized by Manuel Castriotta (Cagliari U.), Giuseppe Delmestri (WU Vienna), Malek Elmi (Cagliari U.), Barbara Kump (Twente U.), Luigi Moschera (Parthenope U.), Renate Ortlieb (Graz U.)



Who am I for Google?



unica.it - Docente
unica.it



Amarcord
web.tiscali.it



Amarcord
web.tiscali.it



News - Manuel Castriotta - Università di Ca...
people.unica.it



Amarcord
web.tiscali.it



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web.tiscali.it



In affari di droga col fornitore dei clan ...
noinozie.it



Innovazione e percorsi di sviluppo...
old.unica.it



AVNEWS n°5 by Avven...
issuu.com



Amarcord
web.tiscali.it



Michela Loi | PhD in Work and O...
researchgate.net



Who could we be? The sport metaphor



The organizational class climate
(Weekly reading 1)

Who could we be? The sport metaphor



Who could we be? The sport metaphor



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Who could we be?



Who could we be?



Who could we be?



Who could we be?



Who could we be?



Who could we be?



Who could we be?



Standing, low impact beginner workout with Tea...

34.866 visualizzazioni •
3 giorni fa



Low impact, high intensity intermediate home cardio...

121.018 visualizzazioni •
1 settimana fa



Intermediate/Advanced cardio, resistance and ABS...

101.943 visualizzazioni •
3 mesi fa



GENUINE beginner cardio workout - SEATED and...

62.600 visualizzazioni •
4 mesi fa



Low impact cardio AND resistance workout for...

267.980 visualizzazioni •
6 mesi fa



How I lost 120 lbs with home workout videos | Kylie Jane'...

57.265 visualizzazioni •
7 mesi fa



What is the perfect body? Answer might surprise you!

17.840 visualizzazioni •
8 mesi fa



Intermediate Low impact cardio HIIT workout. Exercis...

323.308 visualizzazioni •
10 mesi fa



30 minute fat burning home workout for beginners...

2,2 Mln di visualizzazioni •
11 mesi fa



Making a beginner workout plan with REAL members!

50.196 visualizzazioni •
1 anno fa

Who could we be?



Who could we be?





Why is innovation important?

Who could we be? The sport metaphor



Everything is changing...

Who is interested in innovation?



Multinational firms in high-tech industry



Think Different



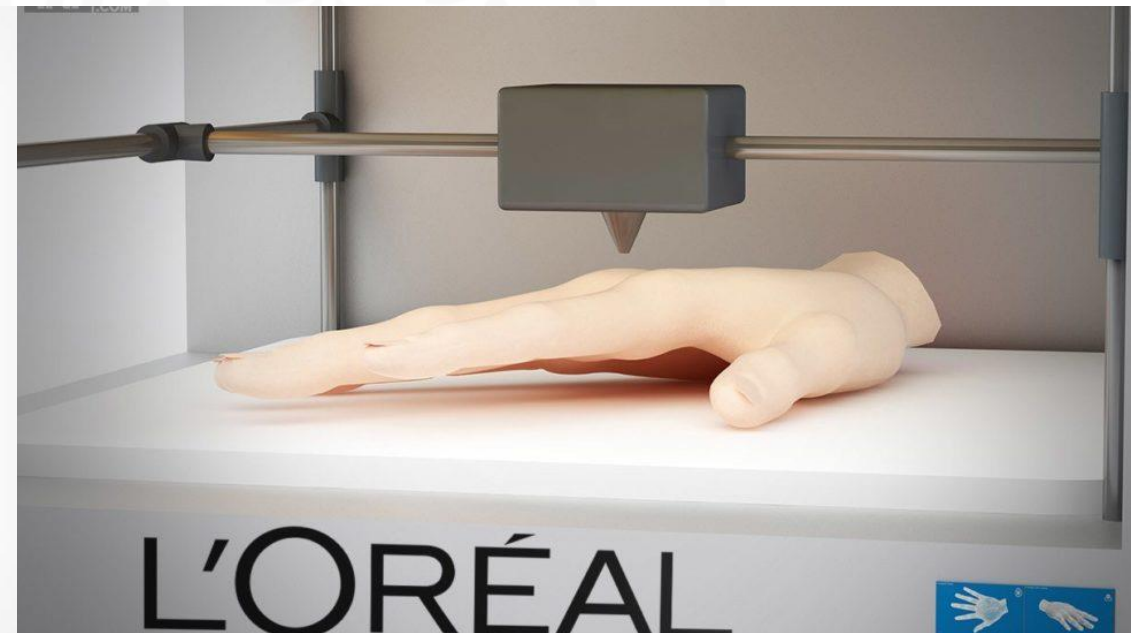
Who is interested in innovation?



Multinational firms in consumer sectors

L'ORÉAL GROUP

L'ORÉAL - Human skin 3D printing



Who is interested in innovation?



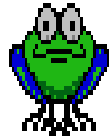
Local firms to grow and expand



Who is interested in innovation?



Family firms



Giovanni Rana



Who is interested in innovation?



... and global family firms



Volkswagen



Dior



Ford Motor Company

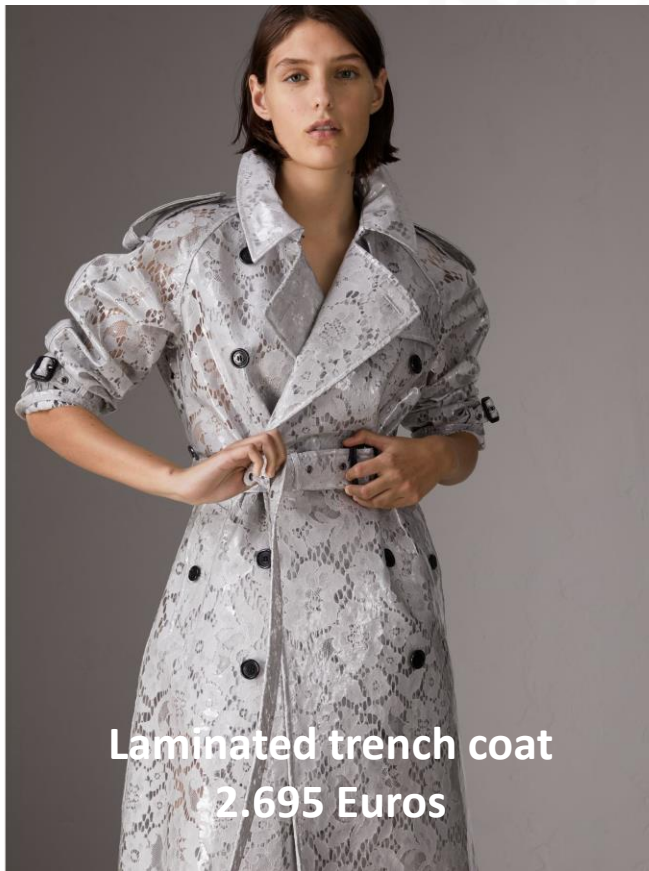


COMCAST

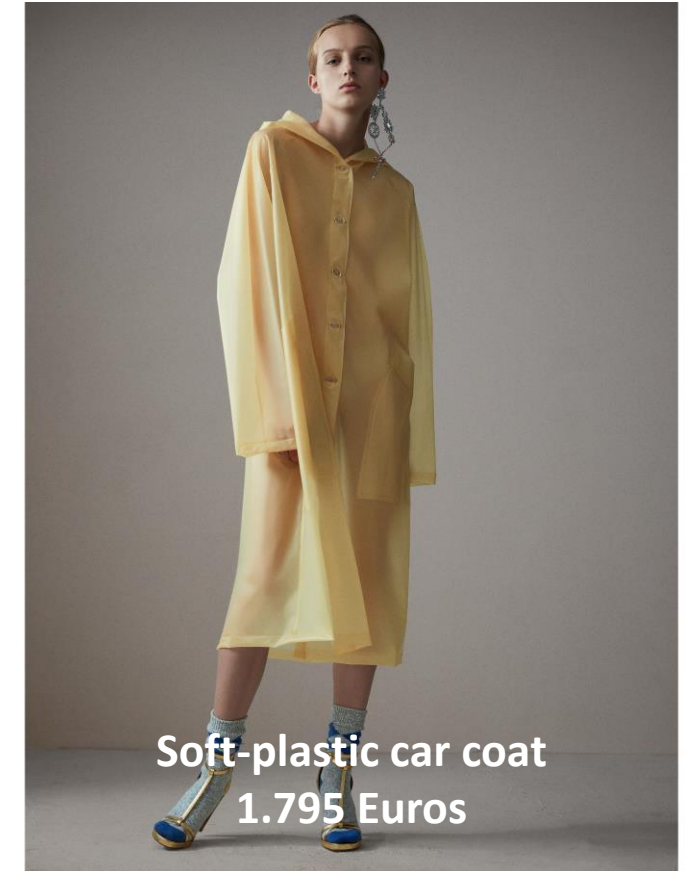
Who is interested in innovation?



Firms in the fashion industry



Laminated trench coat
2.695 Euros



Soft-plastic car coat
1.795 Euros



Innovation is strongly related to growth.

Further,
it is a survival imperative!

Who is interested in innovation?





What is behind innovation?

The bright idea



The bright idea



The bright idea



The idea of «family products»



Our Range of Products



Hygiene & Protection * Mealtimes * Pregnancy & Feeding * Sleeptime & Relaxation * Toys * Travel Systems



The idea of a service



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The idea of consulting



UBS



THOMSON REUTERS



ANDERSEN

ING  **DIRECT**

The idea of networking



The idea of «Made in Sardinia»



The screenshot shows the Tiscali website homepage. At the top, the Tiscali logo is displayed with the tagline "INTERNET WITH A PASSION." Below the logo is a navigation menu with links for HOME, PRODUCTS, SERVICES, CHANNELS, and SUPPORT. A search bar is located below the navigation menu. The main content area features several promotional banners and news items. On the left, there is a banner for "2 Monate ADSL GRATIS" (2 months ADSL free). In the center, there are news items about the PDS-Chief Bisky and a Swiss FDP-President. On the right, there is a banner for "Jetzt profitieren! 2 Monate gratis surfen mit TISCALI ADSL!" (Now benefit! 2 months free surfing with TISCALI ADSL!). Below these are advertisements for a Dell Notebook and Tiscali MMS services. At the bottom, there is a footer with the text "INTERNET WITH A PASSION" and a list of country codes: AT | BE | CO.UK | CO.ZA | CZ | DE | DK | ES | FI | FR | IT | LU | NO | NL | SE |. The copyright notice "© Tiscali 2004" is also present.



The idea of amusement



 PlayStation VR




NINTENDO
SWITCH™



The idea of sport



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No barriers to creativity...



Mars colonization





Innovation is more than creativity:
It is **creativity** and **organization**

1. People



2. Resources



3. Facilities



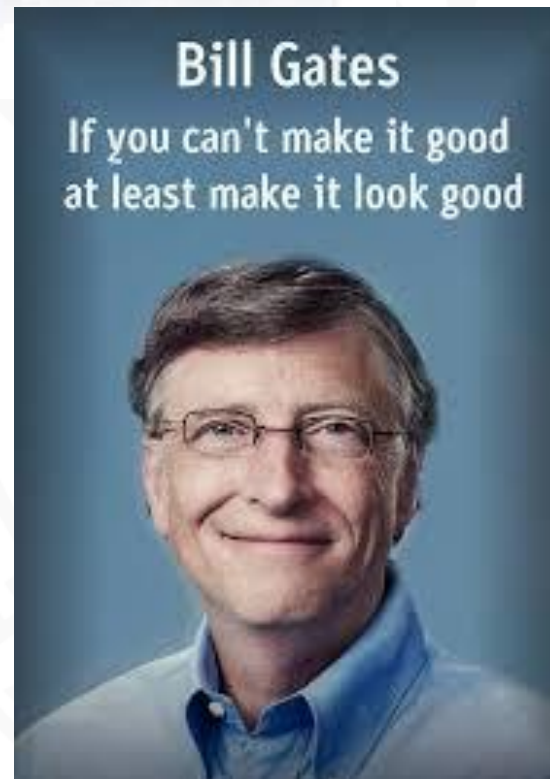
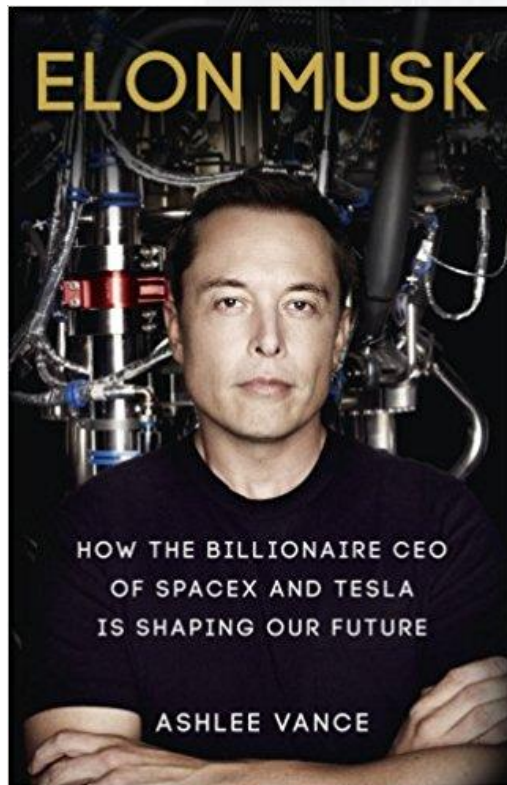
4. Projects



5. Leadership



LEADERSHIP



5. Co-Leadership



6. Networks



7. Organizational culture



Managing unexpected events: Covid-19



Managing future unexpected events: ?



Managing unexpected events: Which teaching format?



Becoming virtual, hybrid or in presence?



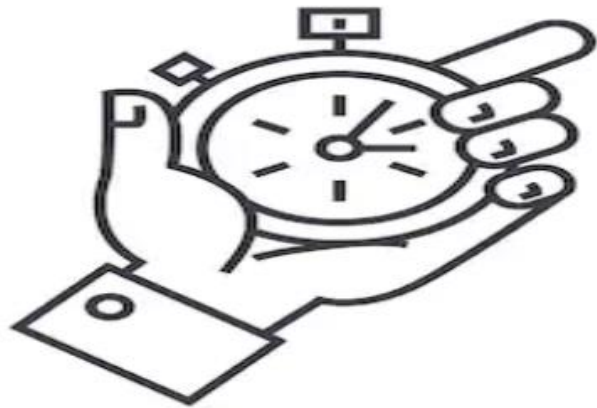


?

"everything needs to change, so everything can stay the same"
(The Leopard - Tomasi di Lampedusa)



Before you begin



Punctuality



Students' technology

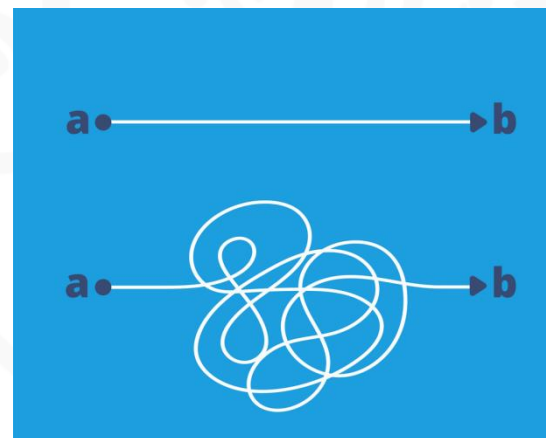
Multiple platforms



TEAMS, Zoom, Unica website



From easy to extremely difficult

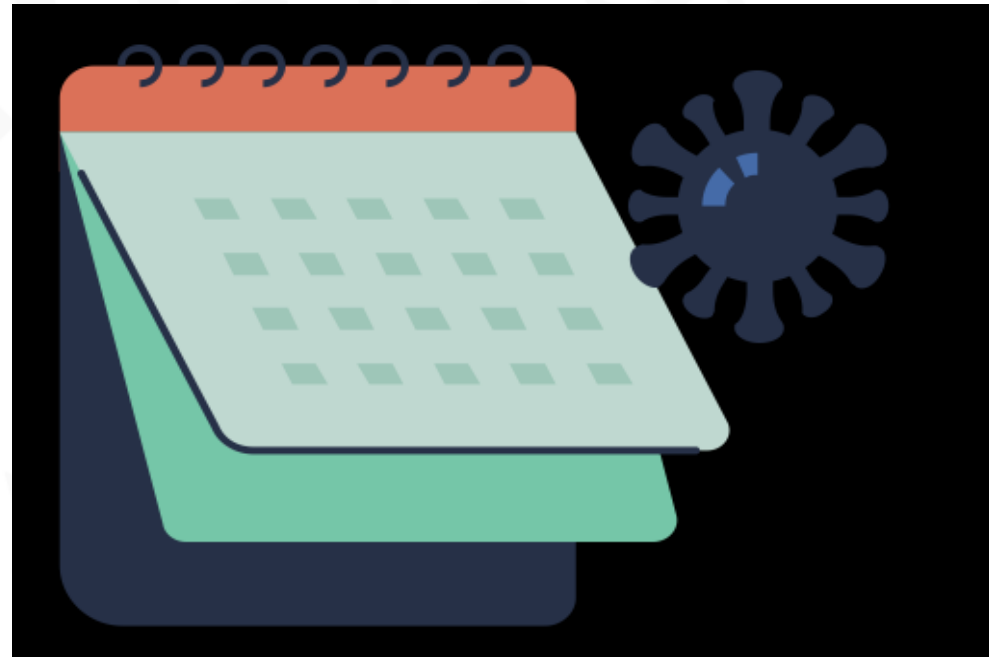




Building a community



The lectures' calendar



Module 1

February: 27,28

March: 1,6,7,8,13,14,15,20,21,22,27,28,29

April: 3,4,5

Module 2

April 26

May: 2,3,8,9,10,15,16,17

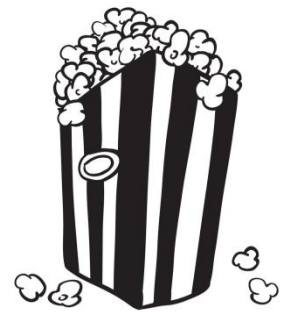
8:15 am to 9:45 am



The lessons' structures

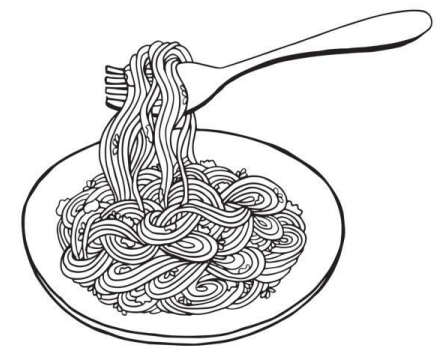


Avoiding pop corn effect





Spaghetti effect





Traditional, collaborative, Socratic, case study, simulation

Creativity techniques

Academic reading and writing

Innovation theories

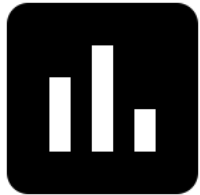
Organizational design, leadership and organizational climate for innovation, startups



Testing the TEAMS platform

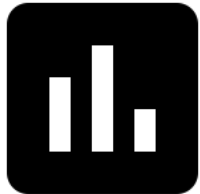


But first,
please, send me an email to **manuel.castriotta@unica.it**



What inventive input did you make to the emergency?
What inventive contribution did you make to the recovery?





How were you creatively expressing yourself at home?
How did you express your creativity back then?





What can we contribute as an Innovation Management class??



Live concert vs concert recorded in the studio



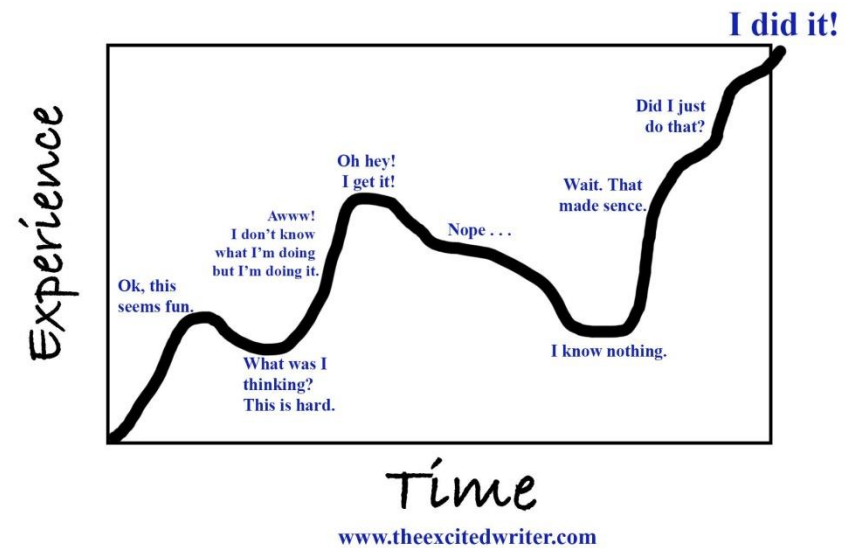


Synchronous discussions

Peers to peers interactions

Learning curve

The Learning Curve





Stimulate thinking, be respectful and constructive

Why is innovation important?





How are organizations changing their behavior?



Observing innovation in action!





Innovation is strongly related to growth.

Further,
it is a **survival** imperative!

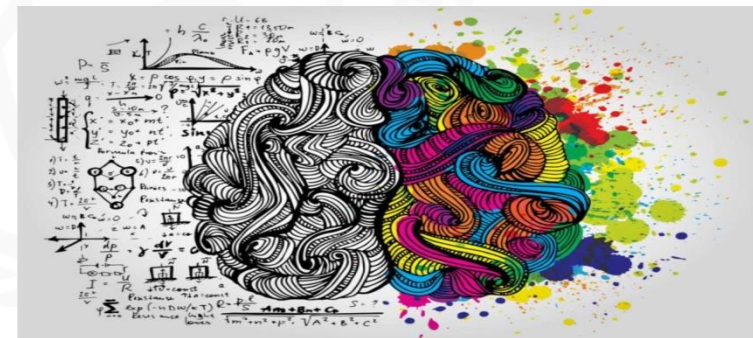


Innovation: then, now, next

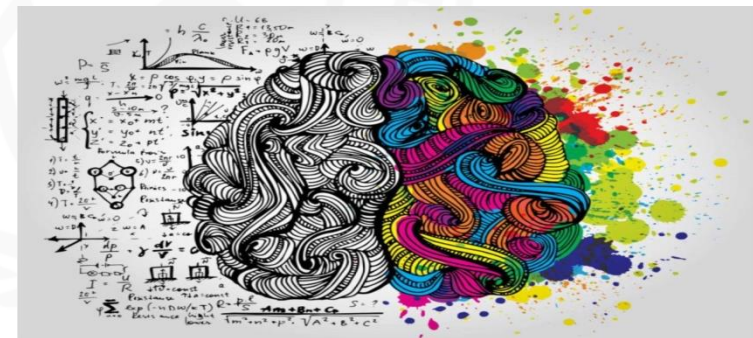
What is behind innovation?



Innovation is more than creativity:
It is **creativity** and **organization**



People, resources, facilities, projects,
leadership, networks, organizational culture

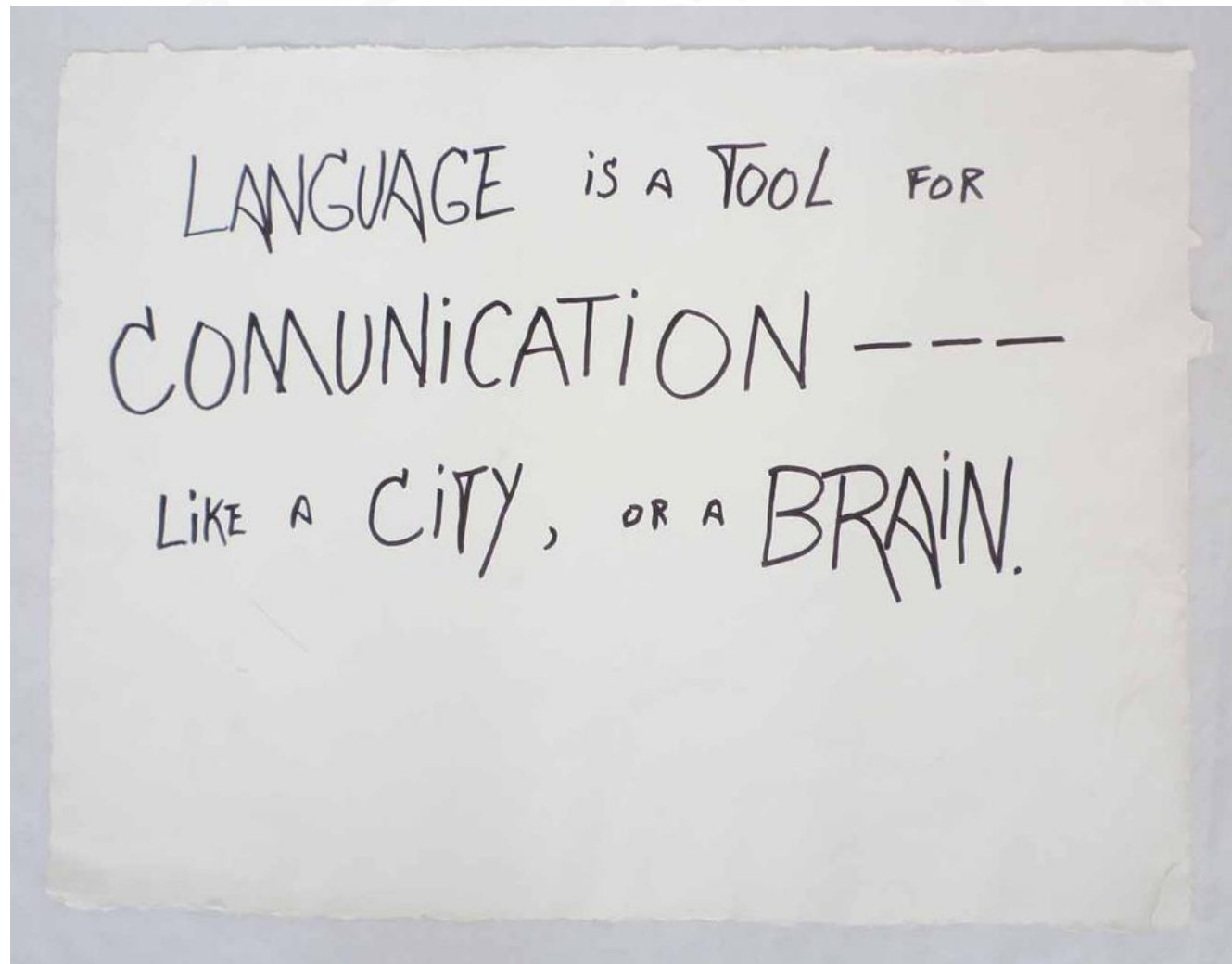




COURSE OUTLINE

This course aims:

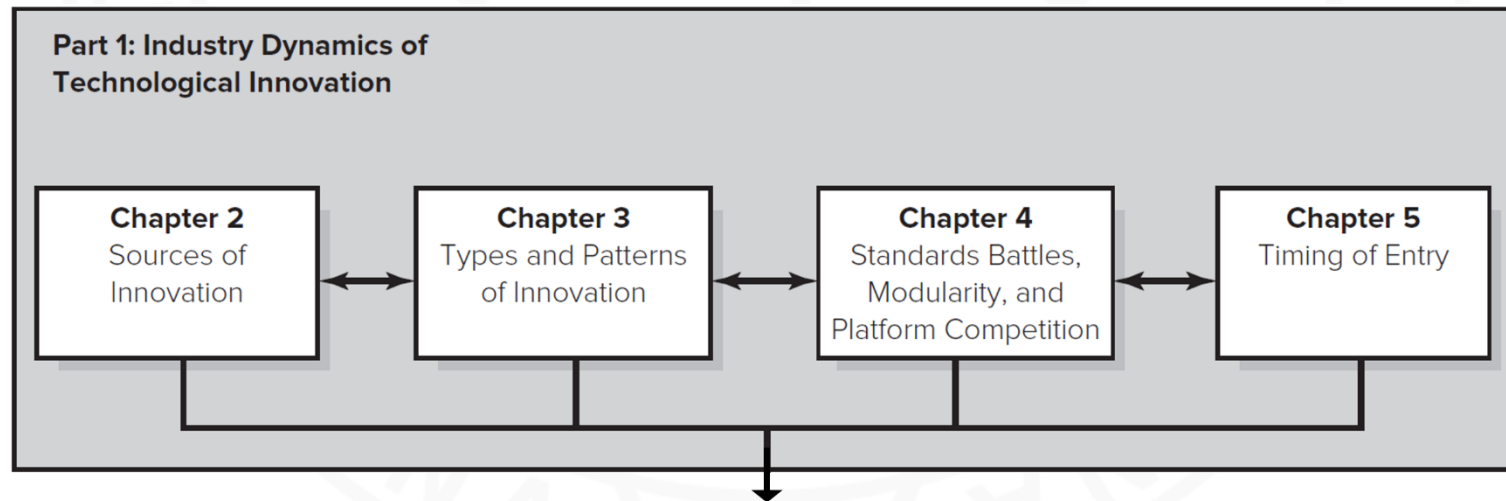
- to provide **fundamental knowledge** of the phenomenon of innovation and innovation processes from the perspective of firms and industries
- to enable students to use basic theoretical tools that help to analyse and **manage real-world** processes of innovation
- to enhance students' appreciation of the importance of **understanding innovation-related issues** for the development of businesses, industries, countries and citizens



- 1 week: Overview of the study field, with basic definitions, concepts and typologies
- 2-3 week: Strategic analysis, I - building the framework and the environment, II - technology and learning
- 4-6 week: The external dimension (markets, networks, institutions, systems)
- 7-9 week: Creating an innovative organisation

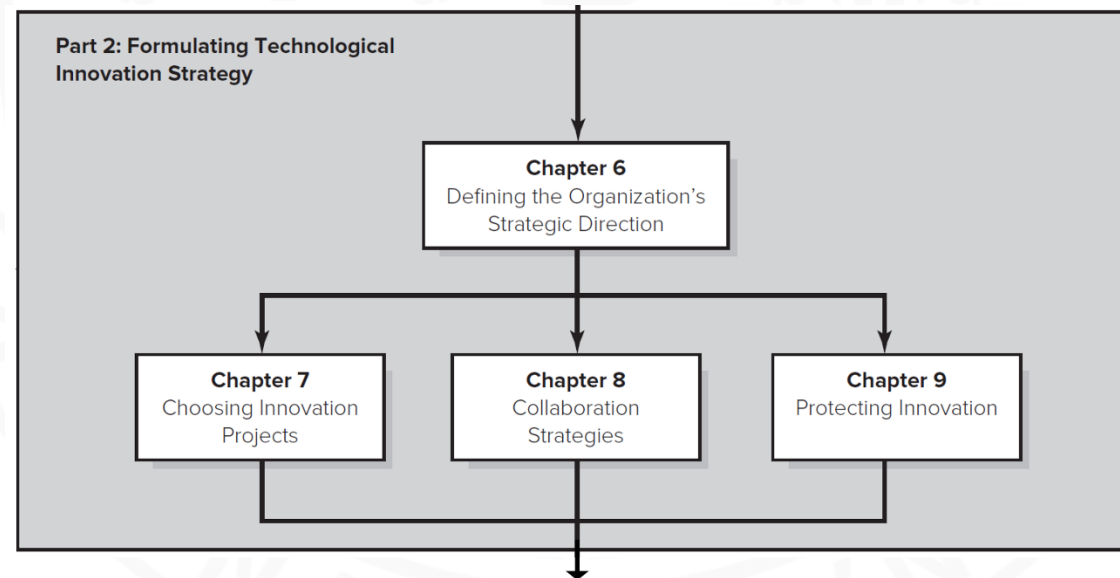
Part One: The foundations of technological Innovation.

- Sources of innovation.
- Types and patterns of innovation.
- Standards battles and design dominance.
- Timing of Entry.



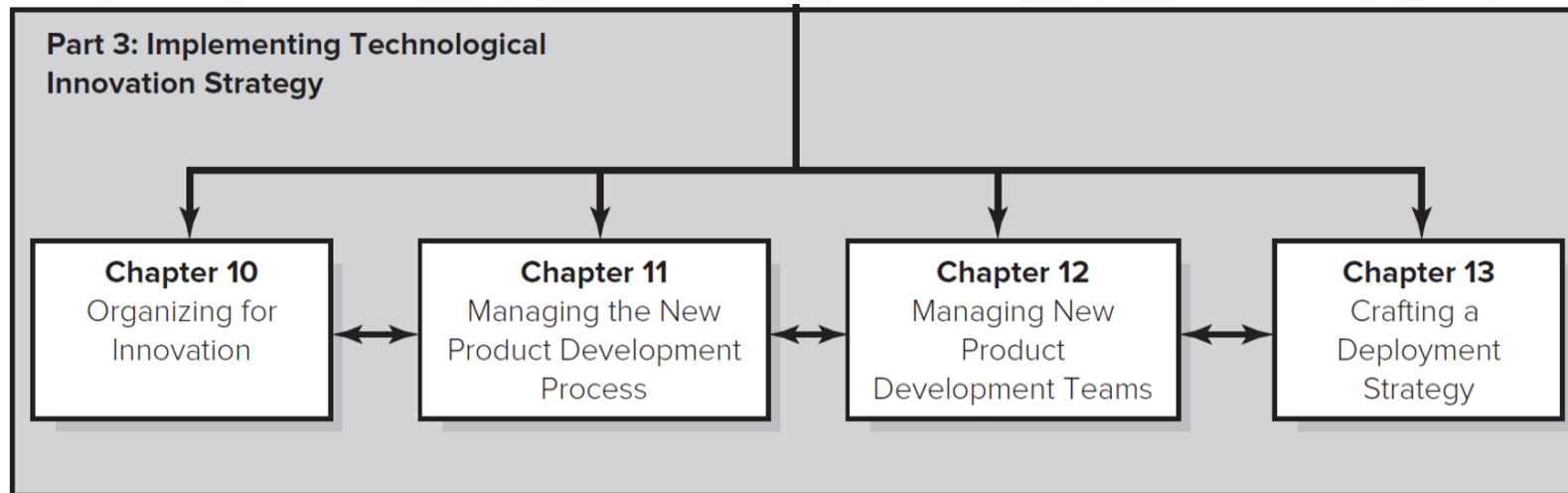
Part Two: Formulating Technological Innovation Strategy.

- Defining the organization's strategic direction.
- Choosing innovation projects.
- Collaboration strategies.
- Protecting innovation.



Part Three: Implementing Technological Innovation Strategy.

- Organizing for innovation.
- Managing the new product development process.
- Managing new product development teams.
- Crafting a deployment strategy.



- Creativity techniques
- Academic reading
- Innovation theories
- Organizational design, leadership, and organizational climate for innovation
- Startups

- Strategic Management of Technological Innovation 6th Edition Melissa A. Schilling - McGraw Hill (chapters 1-6; 8-12)
- Burton, et al. (2020) Organizational Design: A step by step approach (selected readings)
- Additional materials such as slides, cases, papers, etc. will be provided during the course — more information at <http://www.managing-innovation.com/>.
- Additional readings
- Case studies
- Links and other material

The slides, the additional readings, the case studies and the other materials are available on TEAMS

(The slides will be available 20 minutes before the lesson)



???

Your progress and learning is assessed not only at the end of the course but throughout the entire course. Different forms of examination are used to gauge students' progress:

Attending students:

- Weekly assignments in preparation for case studies
- Class participation (creativity techniques)

Part I (50%)

- Midterm exam (3 open questions)

Part II (50%)

- Teamwork (case study or startup pitch) + presentation
- Individual or collaborative essay (Academic writing) + + presentation

Strategic Management of Technological Innovation 6th Edition Melissa A. Schilling - McGraw Hill (chapters 1-6; 8-9)

Your progress and learning is assessed not only at the end of the course but throughout the entire course. Different forms of examination are used to gauge students' progress:

Not Attending students:

- Final written exam (6 questions)
 - ✓ 5 open questions
 - ✓ 1 discussion of a case study

Strategic Management of Technological Innovation 6th Edition Melissa A. Schilling - McGraw Hill (chapters 1-6; **8-12**)

COVID 19

In case of COVID-19 emergency, all exams will be performed remotely through online platforms such as Zoom or Microsoft TEAMS.

The structure of the exam will be extensively discussed during a test simulation day.

https://www.unica.it/unica/en/crs_11_80_2.page

or

Calendari e orari

Calendars and timetables

or

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Phone: +39 070 675 6623

Professor Manuel Castriotta

- E-mail: manuel.castriotta@unica.it; Phone: 070/675-3374
- Office hours: Tuesday 5:00 PM –6:00 PM or by appointment, Office no. 8 (Building Baffi)
- https://www.unica.it/unica/en/ateneo_s07_ss01.page?contentId=SHD147864

That's all folks...



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Thank you for your attention



Who are you?

20'

Enhancing the «class climate»
1' pitch or «group» presentation