



Università degli Studi di Cagliari

Innovation Management

Economia Manageriale - International Management

What is innovation?

Who we are today?



- Diagnostics
- Socratic dialogues...
- Enhancing the class climate
- «Defining innovation» teamwork

Diagnostics (10')

Assessing the class heterogeneity and needs



- Bachelor or Master level?
- Background? (Economics, psychology, ...)
- Future career options? (Manager, Entrepreneur, Public organizations, ...?)
- Familiarity with organization studies exams?
- Familiarity with general management topics? (yes or not? Which exams have you already passed?)
- Familiarity with general innovation management topics? (yes or not? Which ones?)
- Familiarity with 54 credits exams? (yes or not)

Please, send me an email at: manuel.castriotta@unica.it

Enhancing the «class climate» (10')



Who are you?

Introduce yourself to your colleagues before the teamwork



A quick summary...

- Are larger organizations more innovative than small ones?

Which of the following are factors often associated with successful innovating organizations? (Several choices may be correct.)

- a) Large size
- b) Rich external linkages and networks
- c) Supportive organizational climate with structures and incentives for innovation
- d) Mechanisms for strategic selection of innovation options
- e) Large market share
- f) Age of the firm - the older the better

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Who is interested in innovation?



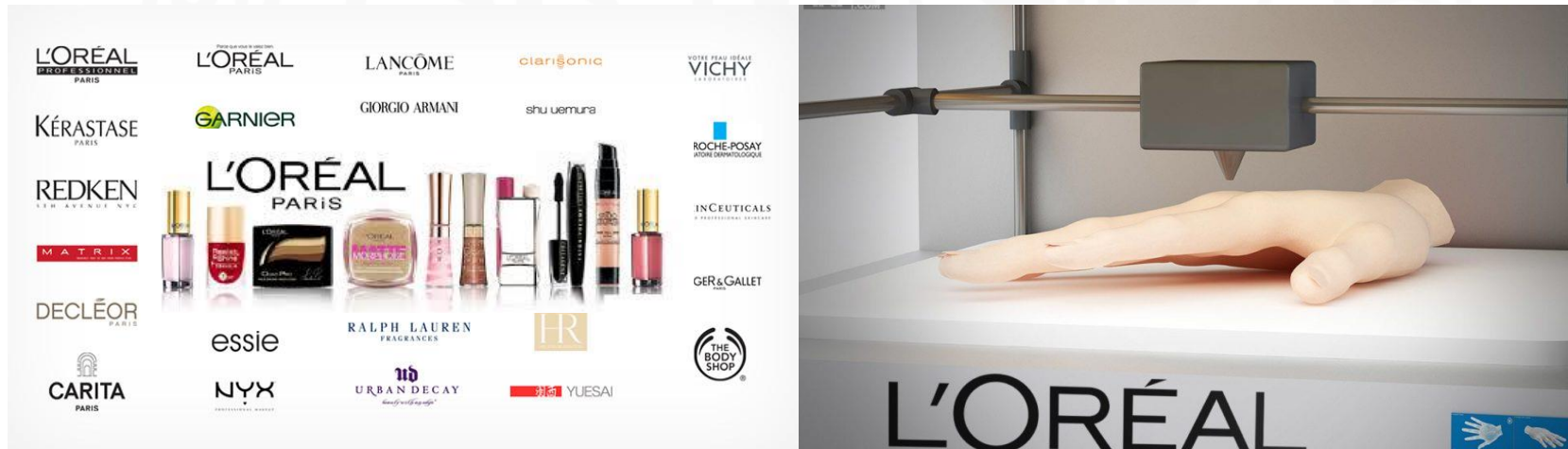
Multinational firms in high-tech industry



Who is interested in innovation?



Multinational firms in consumer sectors



Who is interested in innovation?



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Who is interested in innovation?



Who is interested in innovation?



UNITED COLORS
OF BENETTON.



Volkswagen



Dior



Ford Motor Company



Who is interested in innovation?



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- Are private organizations more innovative than public ones?

Public organizations



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CLab
CONTAMINATION LAB
CAGLIARI





Do you agree?

Definitions of innovation



So...What is innovation?

- Duration: about 20'-25'
- International teams (Preferably 3 members)
- Use of the book and all devices is **NOT** permitted.
- Begin by “exploiting” your personal knowledge and then share

Teamwork activity (25')



- I. Think of one word that better defines innovation
- II. Coin a definition of innovation using that one word
- III. Please, send me the definitions you coined at: manuel.castriotta@unica.it
- IV. Pitch and share

Teamwork activity



From which point of view did you participate in the exercise?

Have you been an entrepreneur, a manager or a finance expert?

Teamwork activity II (20-25')



- I. Now, the group members have different roles
- II. For example, Head of R&D, marketing, production, supply chain, accounting, finance, human resources, production, design...
- III. Repeat the task, and coin another definition of innovation
- IV. Please, send me the definitions you coined at: manuel.castriotta@unica.it
- V. Pitch and share

Are innovators born or
become?
Discussion...

Lesson learned?



- I. What exactly is the meaning of the often used term innovation?
- II. Do you think you're more conscious/aware of innovation now?
- III. How have your definitions changed over time?
- IV. ...?

Preliminary definition of innovation:

A process of intentional change made to create value by meeting opportunity and seeking advantage. It is the commercialization of a novel idea.

What is innovation?



- **Process:** Innovation is a process (implying, among other things, that it can be learned and managed)
- **Intentional:** That process is carried out on purpose
- **Change:** It results in some kind of change
- **Value:** The whole point of the change is to create value in our economy, society and/or individual lives
- **Opportunity:** Entrepreneurial individuals enable tomorrow's value creation by exploring for it today

What is innovation?



- **Advantage:** At the same time, they also create value by exploiting the opportunities they have at hand
- **Commercialization:** having ideas, turning ideas into marketable insights and seeking ways to meet opportunities

What is innovation?



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Thank you for your attention