

## Economic, strategic and marketing perspectives on innovation

Durée <b>18 H</b>	Dates <b>26-29 March 2019</b>	Horaires <b>09H30-17H00</b>	Lieu <b>UEVE, 2 rue du Facteur Cheval, s.103</b>	Langue <b>English</b>
Niveau <b>D1 D2 D3</b>	Nb inscrits max <b>15</b>	Contact <b>Bulat Sanditov (bulat.sanditov@imt-bs.eu)</b>		

A considerable literature has accumulated on the subject of innovation, which is widely seen as the basis of a competitive economy. A multifaceted phenomenon, the innovation process has been studied in various domains of economic sciences: organization theory, strategic management, marketing, economics of technical change. The management literature analyses how competitive success is dependent upon an organization's management of the innovation process and proposes factors that relate to successful management of the innovation process. The marketing literature acknowledges that it has also become tough to get consumers to adopt innovations--and it's getting tougher all the time. More and more markets are taking on the characteristics of networks and the interconnections among today's companies are so plentiful that often a new product's adoption by one player depends on its systematic adoption by other players. Taking a wider view, economics studies how market structures, public policies and institutions shape the process of innovation and technical change.

This seminar aims to provide a vision on various aspects of research in innovation economics of innovation, strategic thinking, and taking account of consumers.

March 26: Strategic management of innovation – 6h

March 27: IP management: Marketing approach – 3h

March 28: Economics of innovation – 6h

March 29: Entrepreneurship and innovation – 3h