

The 82nd GCOE SPECIAL SEMINAR

DATE: 10:00am–11:30am, Dec. 22 (Wed), 2010

PLACE: Rm#347, 3rd Floor, 2nd Eng. Bldg., Nagoya University

TITLE: “ Effective Strategies and Tools for Managing Technological Innovation”

LECTURER: Associate Professor Tugrul Daim
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Portland State University

ABSTRACT:

This talk will review strategies and tools for managing technological innovations. The talk will start by reviewing different organizations including industrial companies - big and small-, universities and government agencies. Cases will be reviewed to highlight the differences in the strategies. For example more and more bigger companies are leveraging university research as one of their research and development strategies. Recently we have seen that government agencies are also starting to move in that direction. Business incubators are also used for similar purposes by the small startup companies. The second part of the talk will review specific tools which were effective in the cases presented. These tools include hierarchical decision models, technology assessment frameworks and technology roadmaps. Further applications of these tools in industries including energy, healthcare and information technology will be reviewed.

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