[Innovation analytics: Leveraging artificial intelligence in the innovation process](#)

- **Creator:** Kakatkar, Chinmay ; Bilgram, Volker ; Füller, Johann
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- **Subject:** Artificial intelligence ; Business ; Business & Economics ; Front-end innovation ; Innovation analytics ; Innovation process ; Machine learning ; Social Sciences
- **Description:** Artificial intelligence (AI) is about imbuing machines with a kind of intelligence that is mainly attributed to humans. Extant literature—coupled with our experiences as practitioners—suggests that while AI may not be ready to completely take over highly creative tasks within the innovation process, it shows promise as a significant support to innovation managers. In this article, we broadly refer to the derivation of computer-enabled, data-driven insights, models, and visualizations within the innovation process as innovation analytics. AI can play a key role in the innovation process by driving multiple aspects of innovation analytics. We present four different case studies of AI in action based on our previous work in the field. We highlight benefits and limitations of using AI in innovation and conclude with strategic implications and additional resources for innovation managers.
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