



# INNOVATION & ENTREPRENEURSHIP

NADIA GAHLAM  
ENSIA 2023-2024



# OBJECTIVES

- Understanding the essence of innovation and the management of innovation;
- Understanding the concepts, methods, processes and tools with their use in your innovation process;
- Understanding how to develop and manage creativity;
- knowledge of the legal foundations of intellectual property;
- Understanding the essence of entrepreneurship and the skills of an entrepreneur;
- Knowledge of the legal foundations of entrepreneurship.

- **Prerequisite:** Introduction to Business
- Evaluation Method: Coursework (40 %) + Final Exam (60%) with a presentation of an entrepreneurial project.



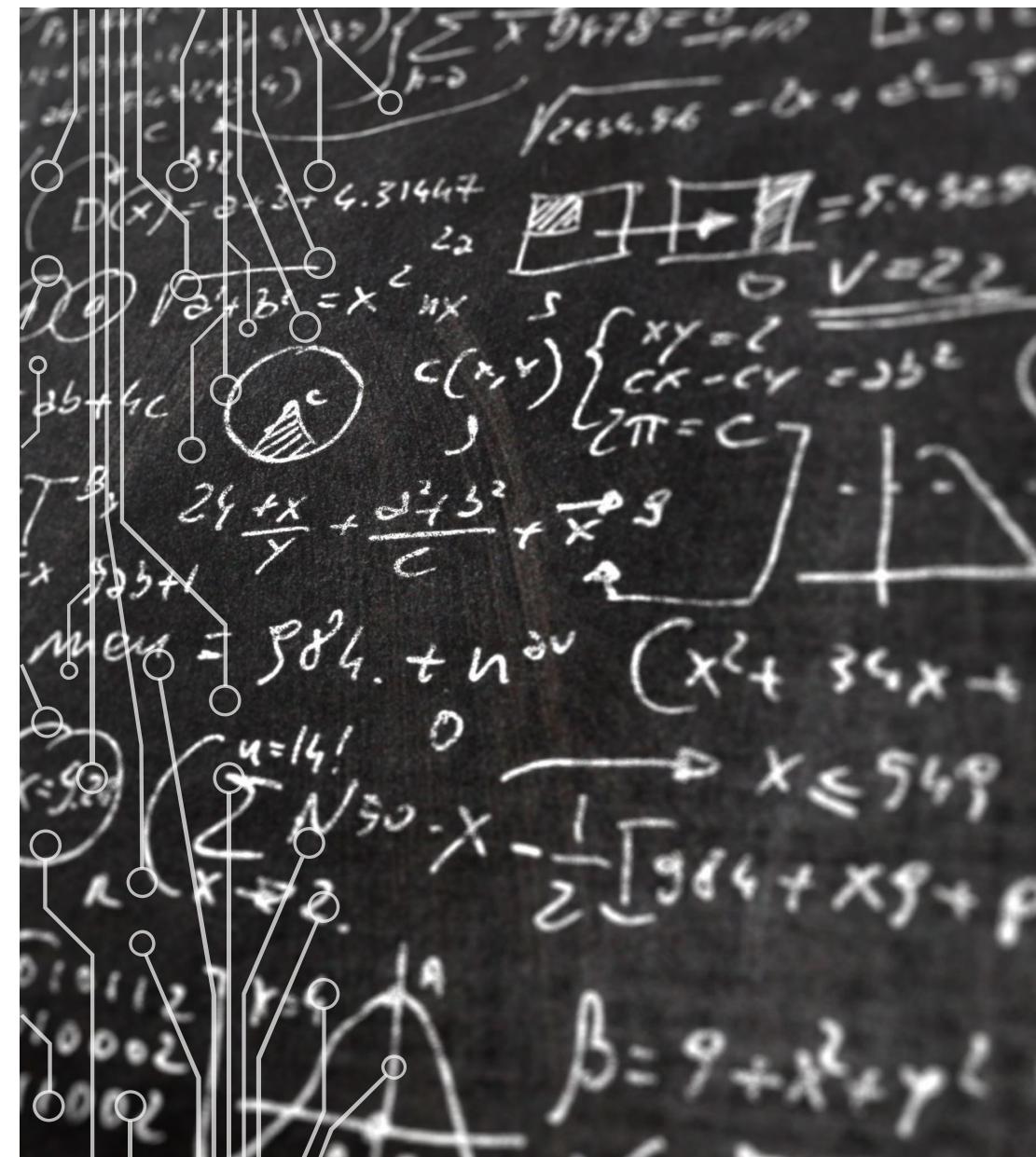


## PLAN

- Types of innovation and innovation models
- New products and services
- R&D and knowledge management
- Developing creativity & Business Idea
- Intellectual property
- Innovation and entrepreneurship
- Entrepreneurship in the 21st Century
- Social and civic Entrepreneurship

# UNIT 1

## TYPES OF INNOVATION AND INNOVATION MODELS



# DEFINITION

- Innovation is considered as both the process and outcome of creating or inventing something new and valuable that produces broader effects in the economy and technological advances (Edwards-Schachter, 2018).
- Freeman (1974, p. 22) defined innovation related to invention as intrinsic to technological change: “an invention is an idea, a sketch, or a model for a new or improved device, product, process, or system.”
- Freeman (1974, p. 22) maintains, “an innovation in the economic sense is accomplished only with the first commercial transaction.”
- Porter (1990) defined innovation as “a new way of doing things (termed invention by some authors) that is commercialized” (p. 780).
- An innovation “is the implementation of a new or significantly improved product (good or service), or process, a new marketing method, or a new organizational method in business practices, workplace organization or external relations” (Oslo Manual, 2005, p. 46)

# TYPOLOGIE OF INNOVATION

## Schumpeter (1935): 5 types of innovation

- New product or service
- New market
- New method of organization
- New source of materials
- New process of production

New, still unknown in the sphere of consumption, benefit, or new new quality known good.

Opening new market opportunities for well-known products

Reorganization of production, leading to the erosion of some established therein monopoly

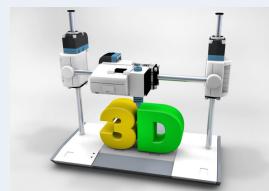
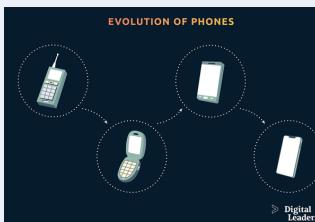
The discovery of new sources of raw materials or semi-finished products

A new, more efficient method of production that is not associated with scientific discovery

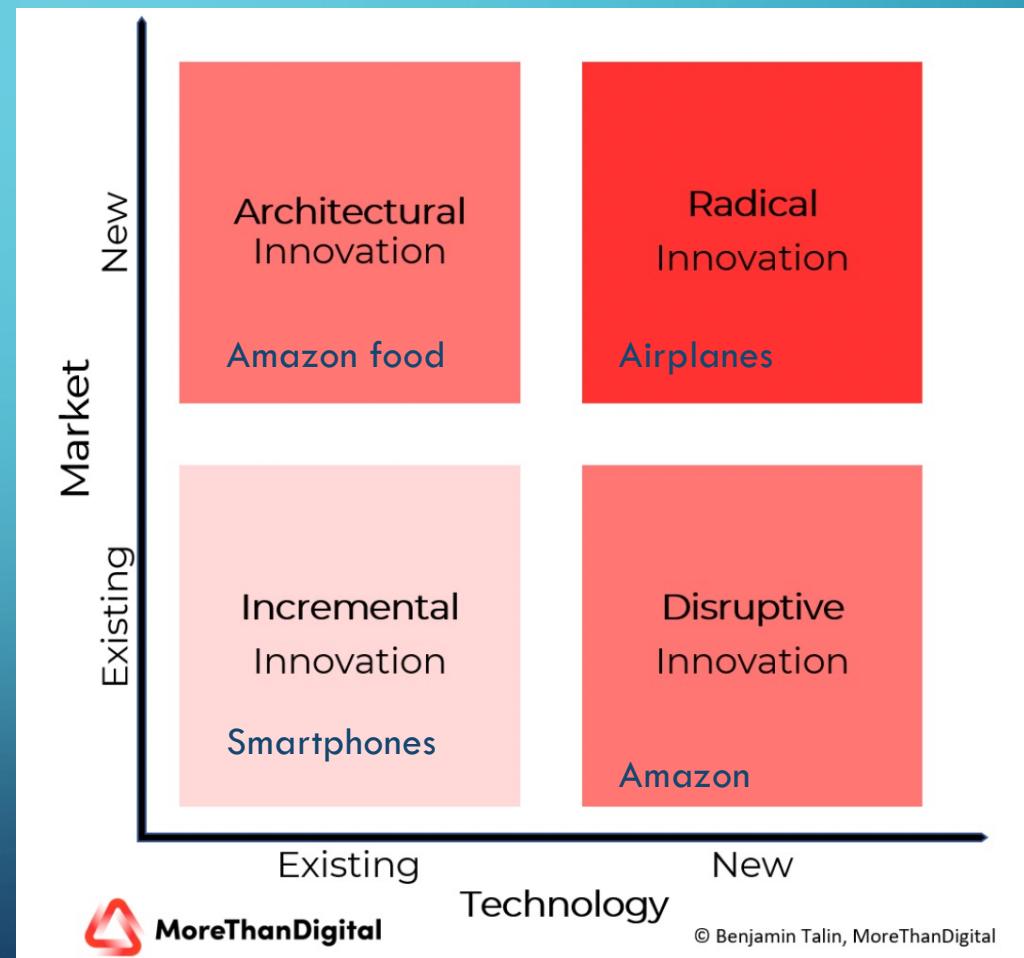
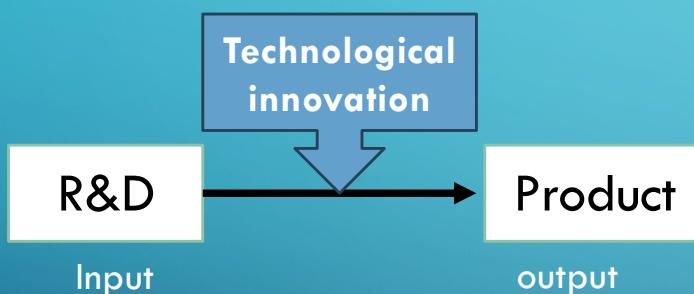
Source: Schumpeter, 1982

# TYPOLOGIE OF INNOVATION

## Typologie of innovation

Field	Nature
<p>Product innovation</p> <p>Service innovation</p> <p>Organizational innovation</p> <p>Marketing innovation</p> <p>Process innovation</p> <p>Business model innovation</p> <p>Technology innovation</p> <p>Open innovation</p> <p>Social innovation</p> <p>Sustainable innovation</p>	<p>Uber</p>   <p>Radical innovation</p>   <p>Incremental innovation</p>  

# TYPOLOGIE OF INNOVATION



# INNOVATION'S MODEL

1<sup>st</sup> Generation

## TECHNOLOGY PUSH MODEL

R&D

Manufacturing

Marketing

## MARKET PULL MODEL

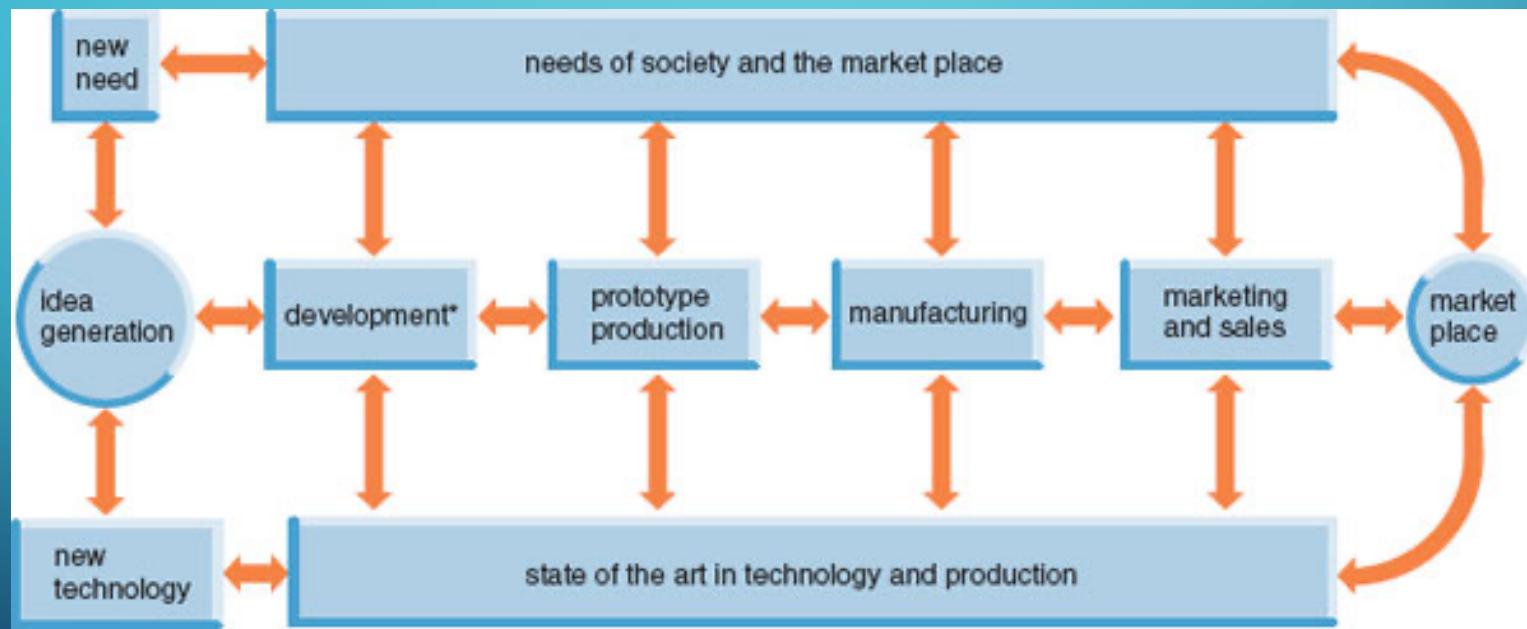
Marketing

Manufacturing

R&D

# INNOVATION'S MODEL

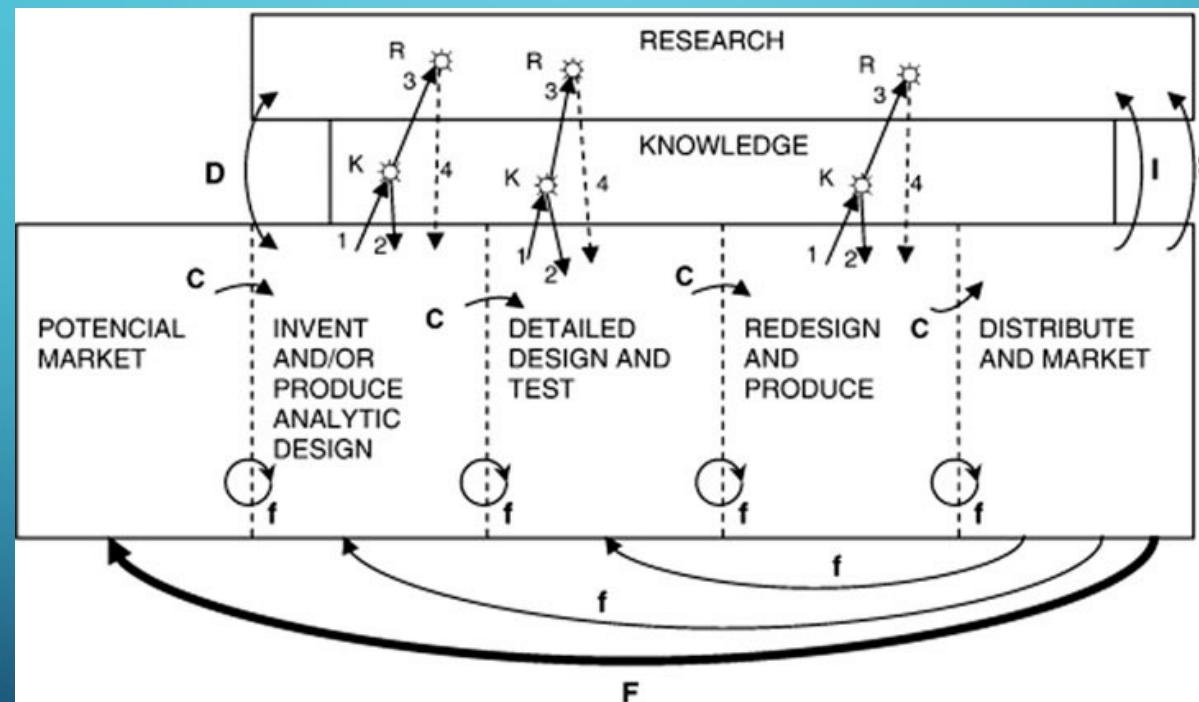
2<sup>nd</sup> Generation



*Rothwell's coupling model (1992)*

# INNOVATION'S MODEL

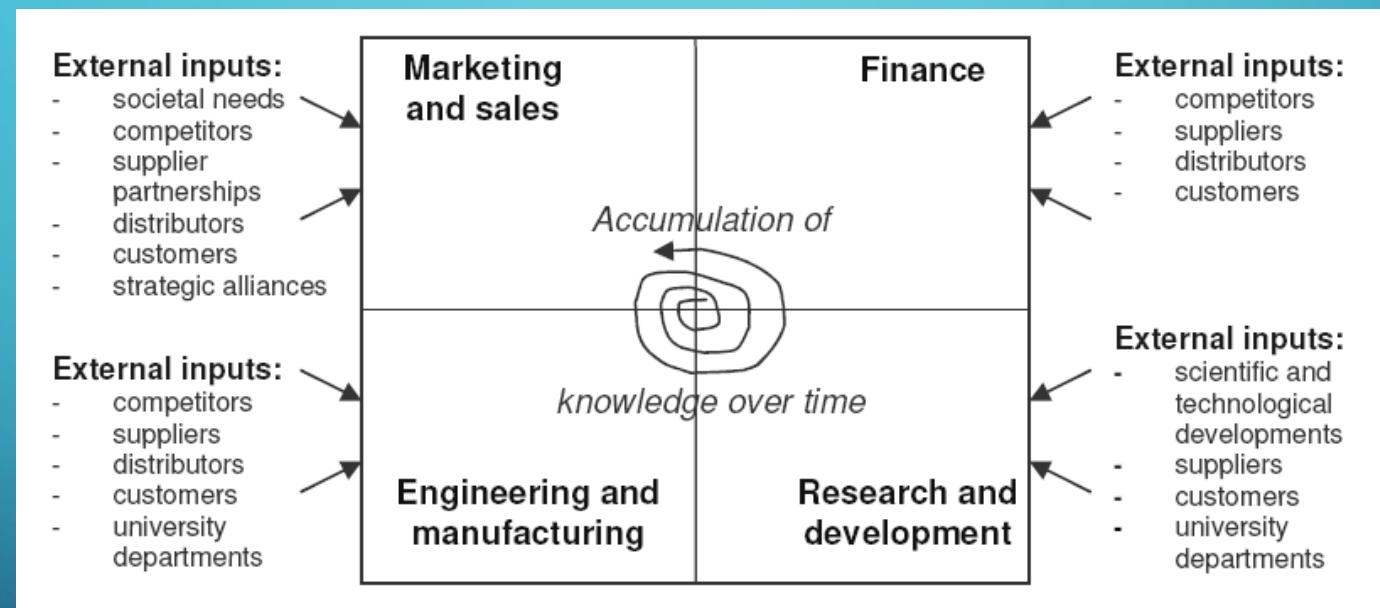
3<sup>rd</sup> Generation



*Rosenberg's integrated model (1985)*

# INNOVATION'S MODEL

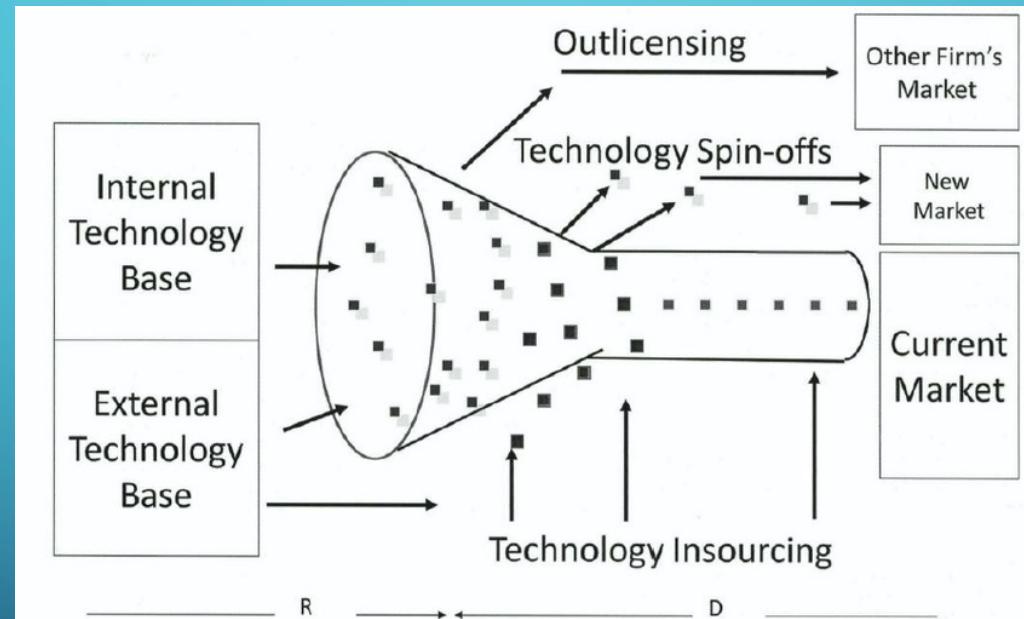
4<sup>th</sup> Generation



*A network model innovation (Trott, 2005)*

# INNOVATION'S MODEL

5<sup>th</sup> Generation



*The open innovation (Chesbrough, 2012)*