

ROTTERDAM SCHOOL OF MANAGEMENT
ERASMUS UNIVERSITY

MOOC INNOVATION MANAGEMENT

WHAT IS INNOVATION MANAGEMENT?

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QUESTIONS TO BE ANSWERED IN THIS VIDEO

What is innovation?

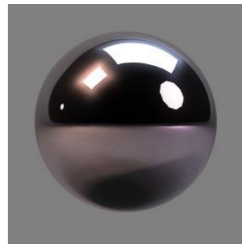
What is innovation management?



WHAT IS INNOVATION?

“The act of introducing a **new device, method, or material** for application to commercial or practical objectives”

(Schilling, 2013)





WHAT IS INNOVATION MANAGEMENT?

Innovation management is about how organizations and their employees manage their innovation activities





CONCLUSION

Innovation management is about how organizations and their employees manage their innovation activities

The act of introducing a new device, method, or material for application to commercial or practical objectives

