

ROTTERDAM SCHOOL OF MANAGEMENT
ERASMUS UNIVERSITY

INNOVATION MANAGEMENT

ARCHITECTURAL AND MODULAR INNOVATIONS

BY DR. SERGE RIJSDIJK





ARCHITECTURAL VERSUS MODULAR INNOVATION





ARCHITECTURAL VERSUS MODULAR INNOVATION





SUMMARY

- Product and service innovations: renewal of the output of organizations
- Process innovations: change in *how* a firm conducts its activities
- Incremental innovation: slightly different from existing solutions
- Radical innovation: new and very different from what exists
- Modular innovation: changing a component without changing how a system is configured
- Architectural innovation: change in the configuration of the entire system and how components interact

