



Bachelor Seminar

# "Current Challenges in Innovation Management"

Summer and Winter Semester

Institute:	Institute for Innovation Management
Lecturer:	Prof. Dr. Jelena Spanjol
Assistant:	tba
Weekly hours:	6 meetings (6 hours per meeting)
Credits	6 ECTS
Examination:	15 min. presentation (50%) and a seminar paper of 22,200 signs (50%) per person
Prerequisites:	Creating Market Offerings (recommended)
Course Material:	Kick-off slides and recommended readings

## Course Description & Main Objectives

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This course is directed at bachelor students. Despite innovation being a top strategic priority across firms, both efficiency and effectiveness of innovation initiatives represent critical challenges for organizations across industries due to an array of issues spanning finances and economy, politics, technology, and behavior. Companies wrestle with challenges such as: How can the non-financial impact of innovations be measured and how can companies take advantage of these non-financial benefits? What innovation expectations are firms facing in the digital vs non-digital realms? What contributions can companies and their innovations make towards the global grand challenges? Does education adequately prepare young professionals to drive innovation across different



industries? In this course, we will explore a set of specific research questions to shed light on these current innovation challenges.

The purpose of the seminar 'Current Challenges in Innovation Management' is to provide bachelor students with the opportunity to conduct a self-driven, structured research project on a topic that is shaping innovation management and research today. Students will be introduced to critical innovation challenges faced by organizations across different industries, including ensuring efficiency and effectiveness of innovations and measuring impact that goes beyond the financial (e.g. societal or organizational). Students will learn to conduct a deep-dive into a specific phenomenon, understand theoretical underpinnings, and extract practical implications. Students will be coached in conducting a literature review and synthesis, writing a scientific paper, and presenting the findings. This seminar also serves as a preparation for students who are interested in writing a bachelor thesis on topics related to innovation.

## Lectures Overview / Course Outline

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We are following a block format for this course. Please note that attendance at all sessions (even on days when you are not scheduled to present) is mandatory.

Course outline:

- Kick-off and Basics on Conducting Research
- Coaching I (topic specific)
- Coaching II (topic specific)
- Mid-Term Presentations
- Final Presentations
- Coaching III (topic specific)

## Literature

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Ang, S. H. (2014). Research Design for Business & Management. In Research Design for Business & Management. SAGE Publications Ltd. <https://doi.org/10.4135/9781473909694>

Edmondson, A. C., & Mcmanus, S. E. (2007). Methodological fit in management field research. *Academy of Management Review*, 32(4), 1246–1264. <https://doi.org/10.5465/amr.2007.26586086>



Fisch, C., & Block, J. (2018). Six tips for your (systematic) literature review in business and management research. In *Management Review Quarterly* (Vol. 68, Issue 2, pp. 103–106). Springer Verlag. <https://doi.org/10.1007/s11301-018-0142-x>

Govindarajan, V. (2010). Innovation is Not Creativity. [online] Harvard Business Review. Available at: <https://hbr.org/2010/08/innovation-is-not-creativity.html>

Lindsay, D., & Lindsay, D. (2011). Scientific writing = thinking in words. ProQuest Ebook Central <https://ebookcentral.proquest.com>

Shon, P. C. (2017). *The Quick Fix Guide to Academic Writing: How to Avoid Big Mistakes and Small Errors*. SAGE Publications. <http://ebookcentral.proquest.com/lib/ub-lmu/detail.action?docID=5601761>

Sorescu, A. B., & Spanjol, J. (2008). Innovation's effect on firm value and risk: Insights from consumer packaged goods. *Journal of Marketing*, 72(2), 114-132.

Voegtlin, C., & Scherer, A. G. (2017). Responsible innovation and the innovation of responsibility: Governing sustainable development in a globalized world. *Journal of Business Ethics*, 143(2), 227-243.

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*Additional reading material* (e.g. academic papers) will be announced during the seminar.