



Master Seminar

"Innovating for Impact"

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:	Foundations of Value Management & Innovation Strategies (recommended)
Course Material:	Kick-off slides and recommended readings

Course Description & Main Objectives

This course is directed at master students. Businesses are increasingly required to not only consider the economic or financial consequences of their practices but also how these affect the environment, other stakeholders, and society in general. The seminar will explore topics concerning the impact of innovations along multiple dimensions; e.g., How can the non-financial impact of organizations and innovations be communicated to stakeholders? How are professional groups portrayed in relation to their impact on the grand challenges? Do impact and innovation receive attention in industries that already have a "do-gooder" reputation?

The objective of this course is to provide students an opportunity to conduct a structured inquiry into a specific and relevant research question through a scientific research project. Special attention will be paid to identifying theoretical and managerial contributions in the



research paper and translating between managerial questions and scientific body of knowledge, writing a scientific paper, and presenting the findings. Moreover, students will have the opportunity to experiment with and explore qualitative and/or quantitative data, its analysis forms, advantages and disadvantages while obtaining insight into different theoretical lenses applied in innovation research. This seminar also serves as a preparation for students who are interested in writing a master thesis on topics related to innovation management and innovation impact.

Lectures Overview / Course Outline

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, Basics on Conducting Research, and Basics on Innovation Impact
- Coaching I (topic specific)
- Coaching II (topic specific)
- Mid-Term Presentations
- Final Presentations
- Coaching III (topic specific)

Literature

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.