



arteveldehogeschool

LID VAN DE ASSOCIATIE UNIVERSITEIT GENT

Innovation Management and Entrepreneurship
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Agenda

- Curriculum overview
- How to put innovation in practice
Design methodology and project flow
- Digital economy
- Business – Entrepreneurship - Finance

Curriculum overview – courseware available in English – Dutch – book and e-book

- 4 main blocks
 - Innovation Cycles:
 - On a Macro level
 - On a meso level
 - On a user level
 - Design Process
 - Behavior Design according the model of Dr. Fogg
 - Human Centered Design according the model of Ideo/Stanford dSchool
 - Digital Economy
 - Sharing Economy – Collaborative economy
 - New Business Models
 - Socio – political and economic impact
 - Entrepreneurship
 - Business Model Canvas
 - Network
 - Financial planning
 - Social Security system in Belgium



Innovation cycles: Macro

- Innovation on macro level we follow the theoretical model of Carlotta Perez.



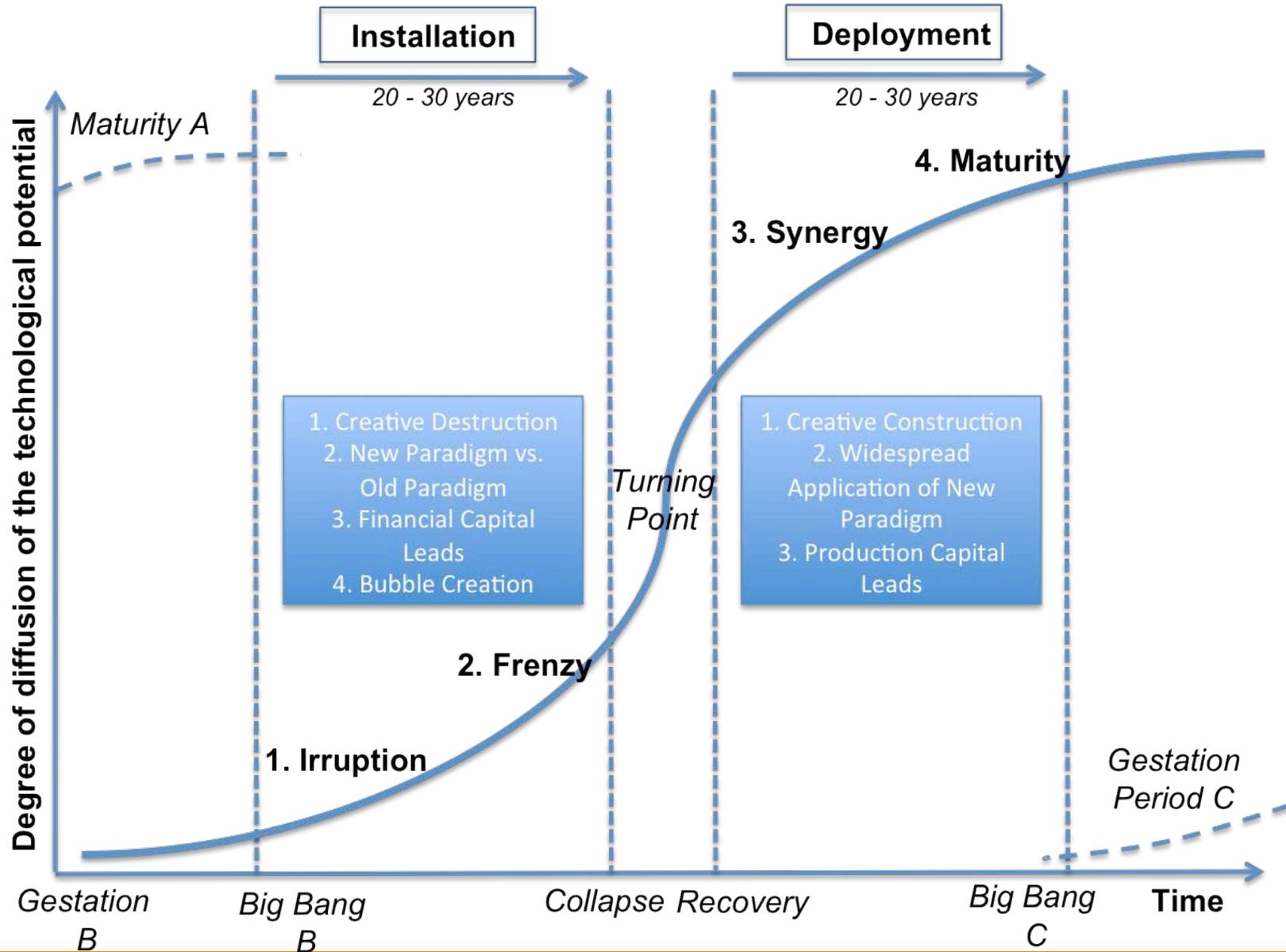
Figure 1

The historical record: major bubbles, recessions and golden ages

		INSTALLATION PERIOD	TURNING POINT	DEPLOYMENT PERIOD
GREAT SURGE		"Gilded Age" Bubbles	Recessions	"Golden Ages"
1 st	1771 The Industrial Revolution Britain	Canal mania	1793-97	Great British leap
2 nd	1829 Age of Steam and Railways Britain	Railway mania	1848-50	The Victorian Boom
3 rd	1875 Age of Steel and heavy Engineering Britain / USA Germany	London funded global market infrastructure build-up (Argentina, Australia, USA)	1890-95	Belle Époque (Europe) "Progressive Era" (USA)
4 th	1908 Age of Oil, Autos and Mass Production / USA	The roaring twenties Autos, housing, radio, aviation, electricity	Europe 1929-33 USA 1929-43	Post-war Golden age
5 th	1971 The ICT Revolution USA	Emerging markets dotcom and Internet mania financial casino	2007 -???	Sustainable global knowledge-society "golden age"?

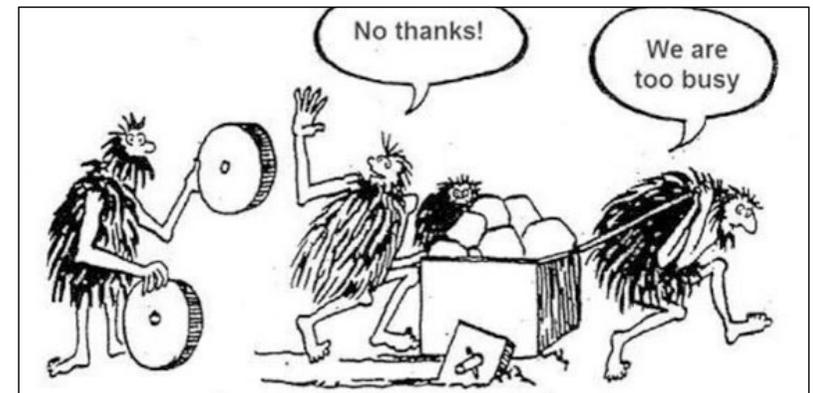

 We are here

Perez Technological Surge Cycle



Meso level: Open versus closed innovation

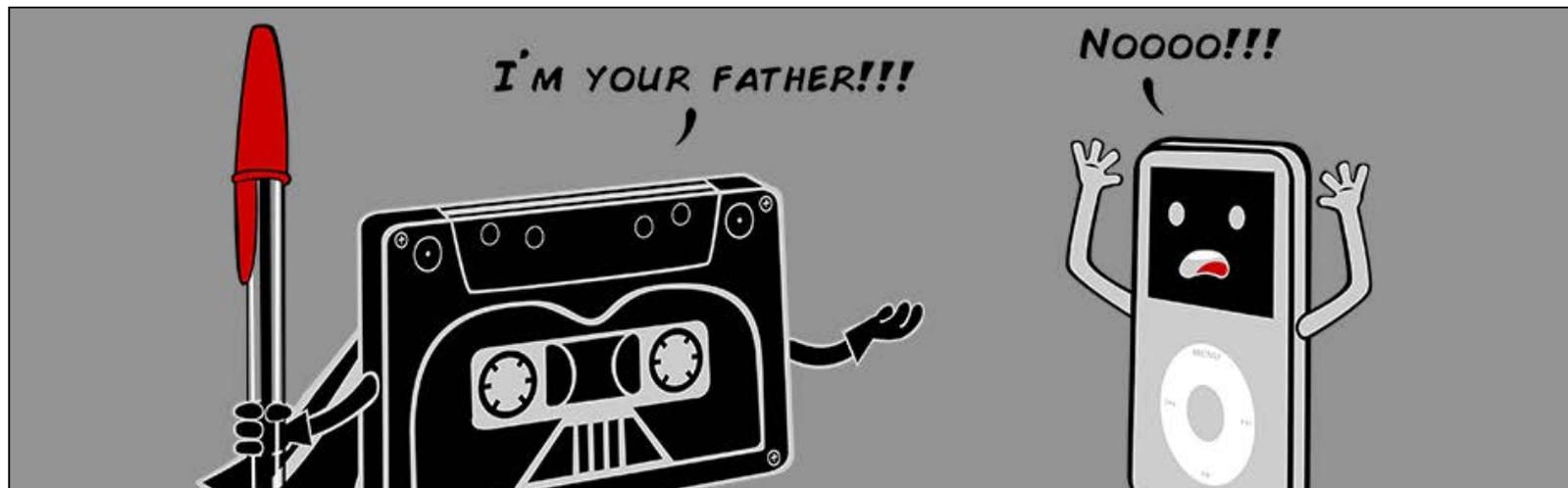
- From a linear model to an interactive model
Open innovation as a co-creation process
- Triple Helix model
- Quadruple Helix model
- Other ways of open innovation
 - Accelerators
 - Investors
 - Acquisitions...



Micro level User innovation

- The three research domains
 - Usability
 - Domestication
 - Diffusion

Figure 1.1 From cassette to Ipod, from TV to streaming

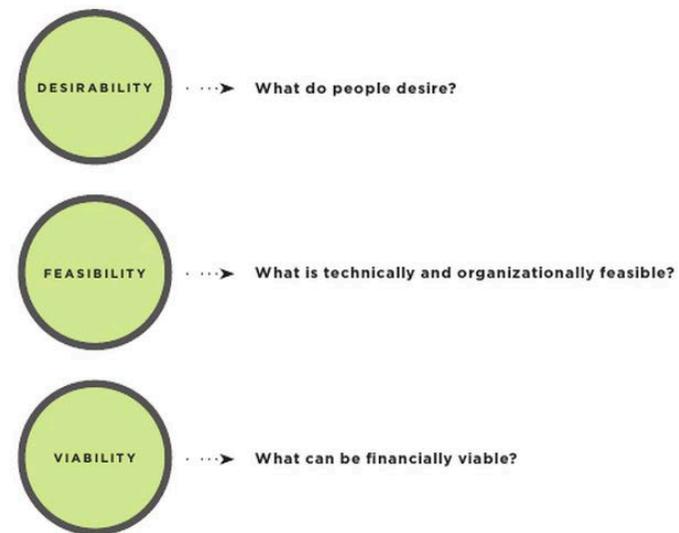
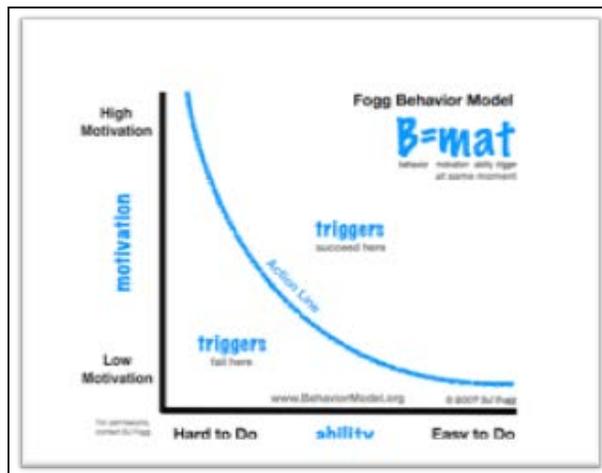


How to put innovation in practice

Design methodology and project flow

- Behavior design perspective – Dr. Fogg
- HCD Human Centered Design Process – Ideo Inc
- Personal coaching

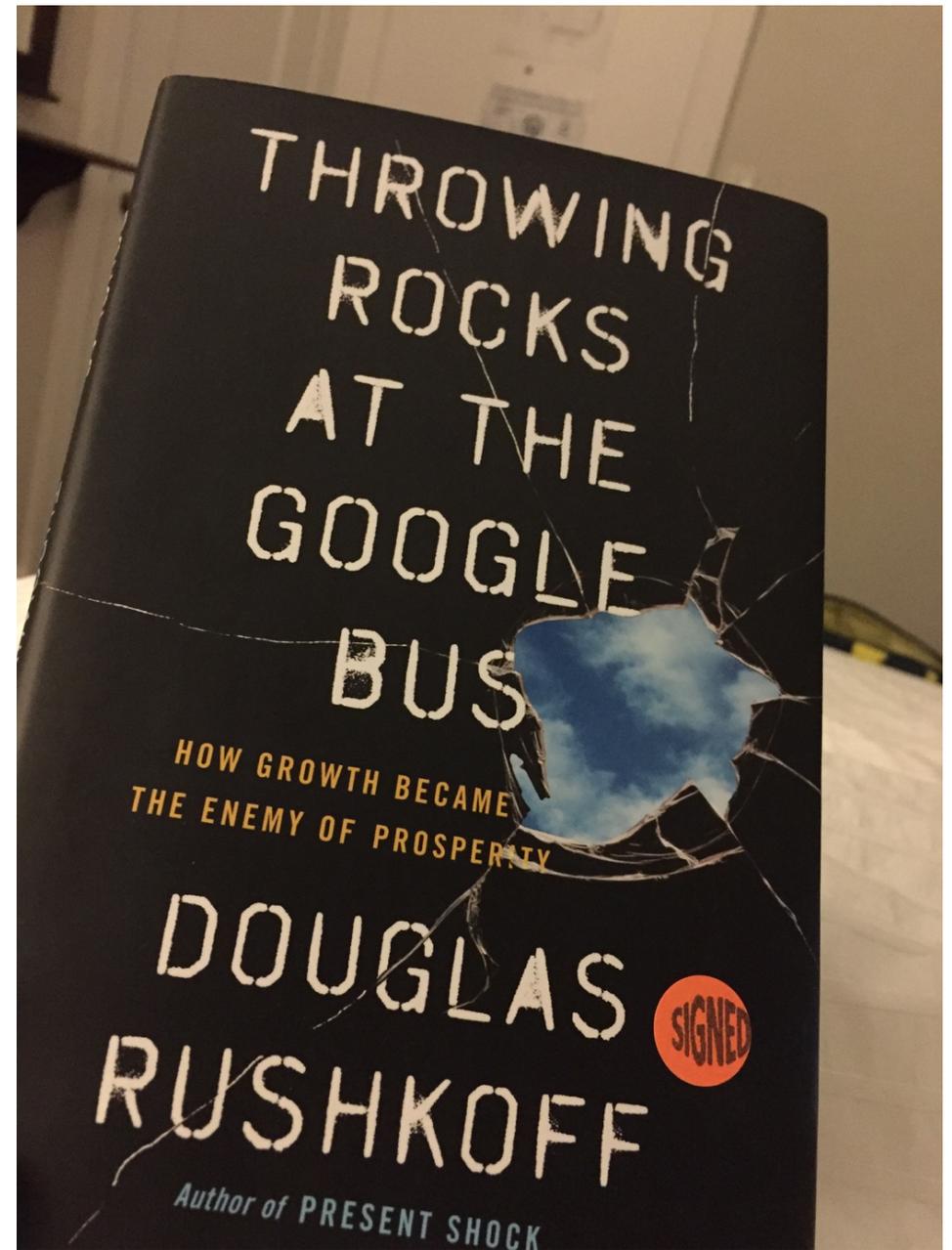
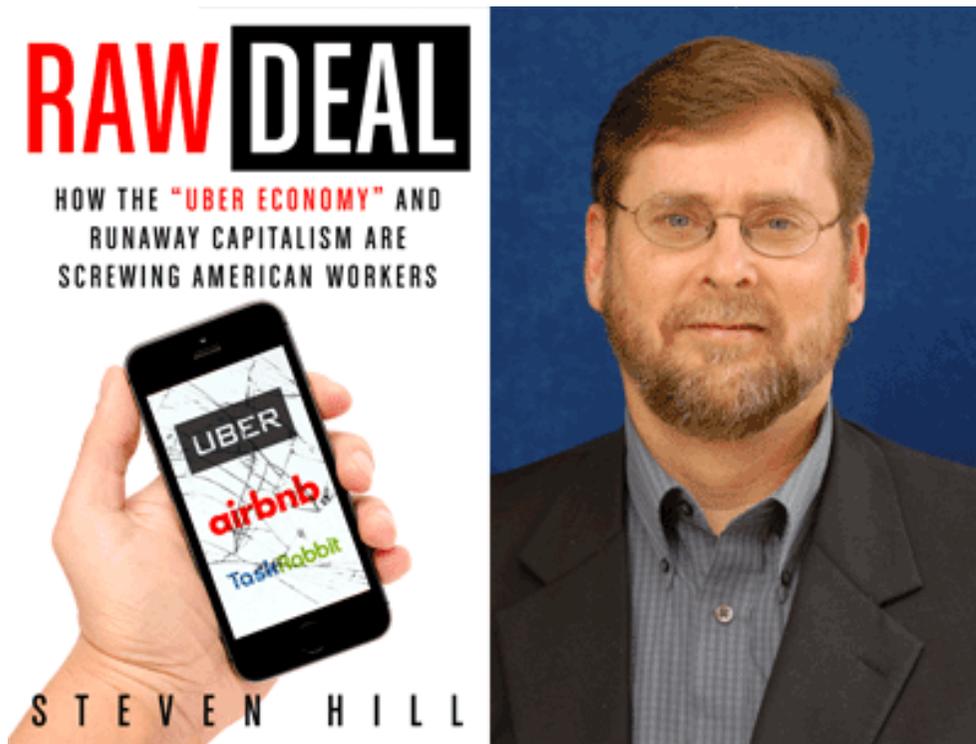
Figure 4.1 Fogg's Behavior Model



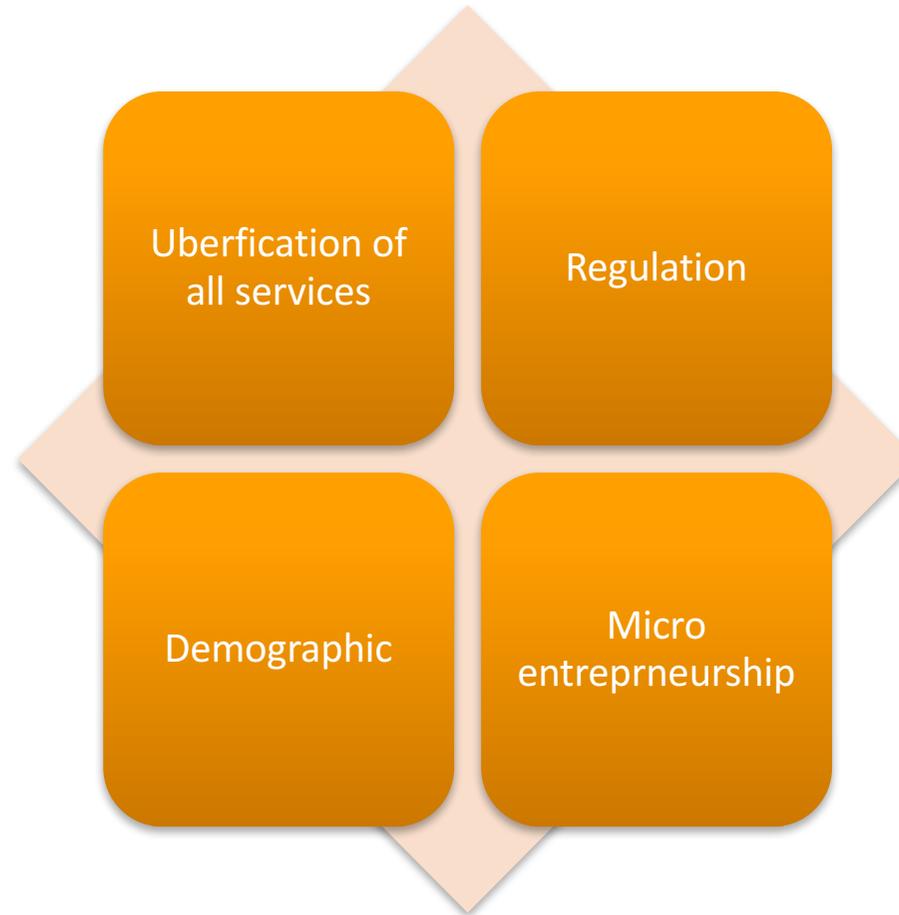
A theory that is often used in mobile technology, websites, with the aim to change behavior or to extend certain behavior.



Digital economy



Sharing economy – opportunities and critic



Motivation in Sharing Economy?

Economic

Ecological

Social connection

Technophilia

Ideology

Business Models? Entrepreneurship? Finance?

