



**arteveldehogeschool**

LID VAN DE ASSOCIATIE UNIVERSITEIT GENT

Innovation Management and Entrepreneurship  
Christel De Maeyer

Researcher and lecturer [christel.demaeyer@arteveldehs.be](mailto:christel.demaeyer@arteveldehs.be)

PhD Candidate at TU/e Department of Industrial Design,  
Eindhoven University of Technology, The Netherlands

# 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.



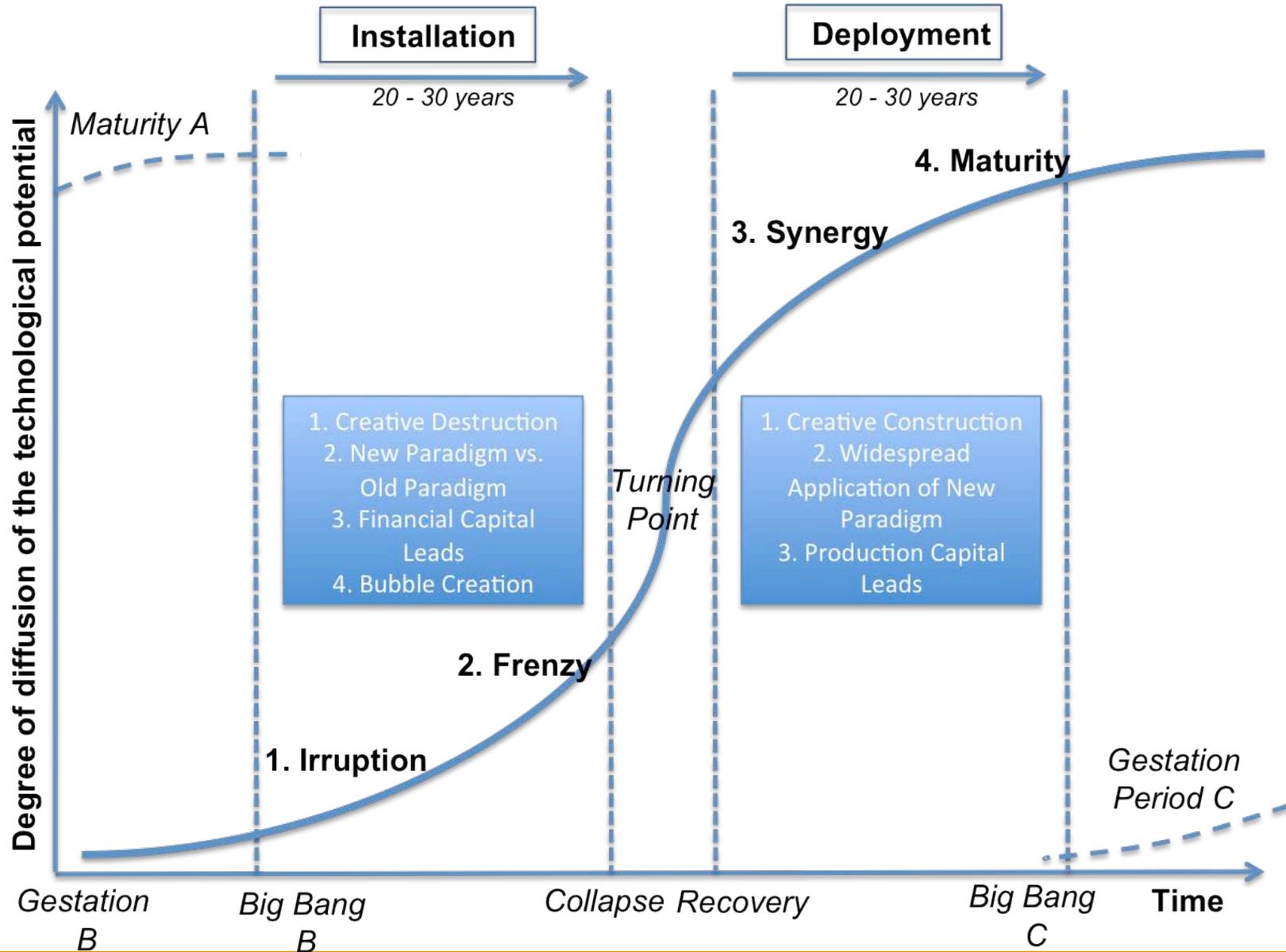
Figure 1

The historical record: major bubbles, recessions and golden ages

		INSTALLATION PERIOD	TURNING POINT	DEPLOYMENT PERIOD
GREAT SURGE		"Gilded Age" Bubbles	Recessions	"Golden Ages"
1 <sup>st</sup>	1771 The Industrial Revolution Britain	Canal mania	1793-97	Great British leap
2 <sup>nd</sup>	1829 Age of Steam and Railways Britain	Railway mania	1848-50	The Victorian Boom
3 <sup>rd</sup>	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 <sup>th</sup>	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 <sup>th</sup>	1971 The ICT Revolution USA	Emerging markets dotcom and Internet mania financial casino	2007 -???	Sustainable global knowledge-society "golden age"?

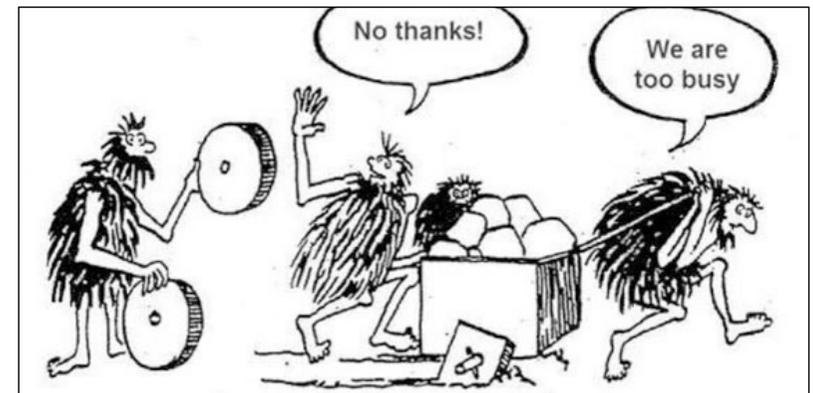
  
 We are here

# Perez Technological Surge Cycle



# Meso level: Open versus closed innovation

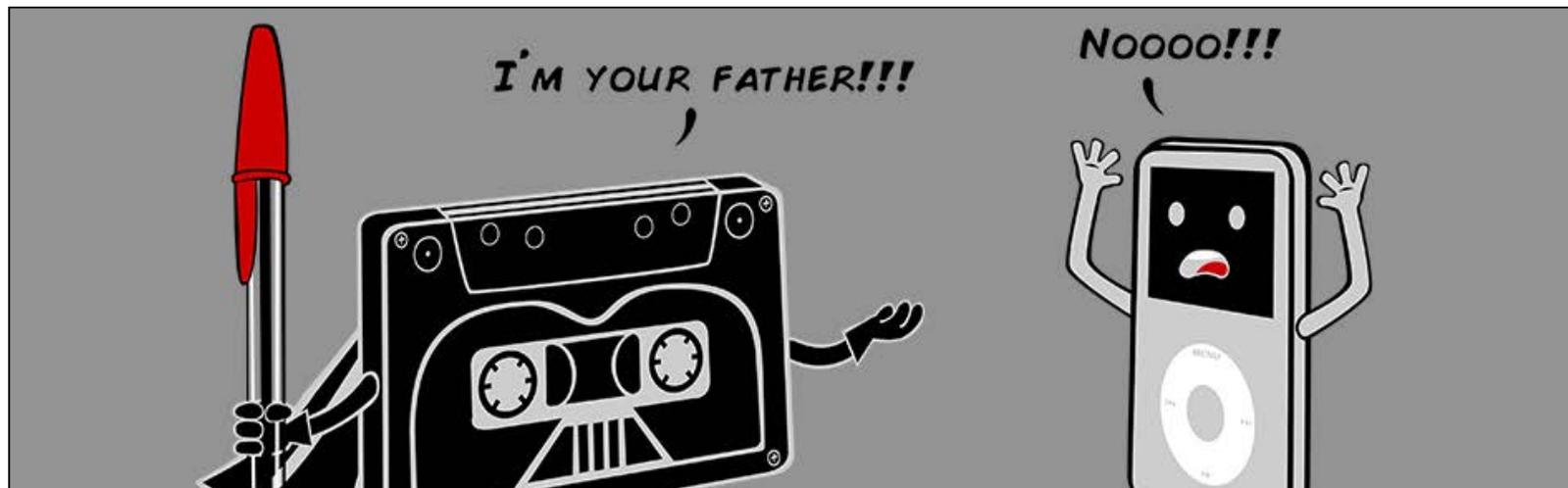
- From a linear model to an interactive model  
Open innovation as a co-creation process
- Triple Helix model
- Quadruple Helix model
- Other ways of open innovation
  - Accelerators
  - Investors
  - Acquisitions...



# Micro level User innovation

- The three research domains
  - Usability
  - Domestication
  - Diffusion

Figure 1.1 From cassette to Ipod, from TV to streaming

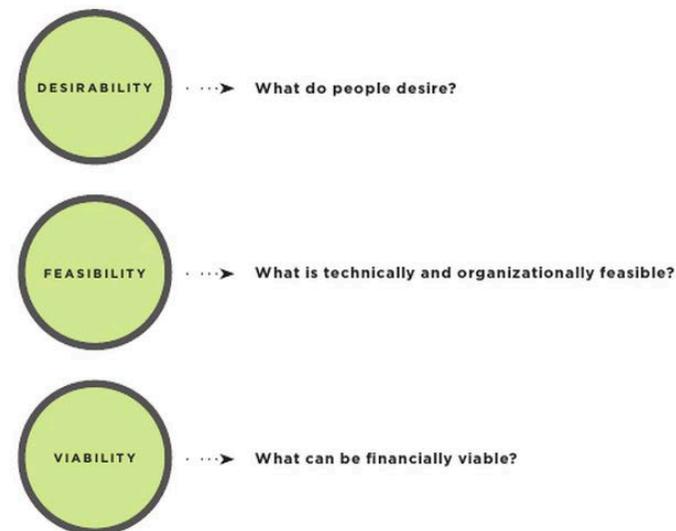
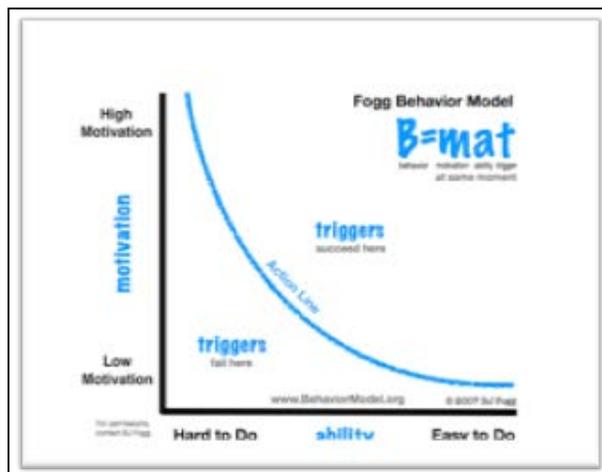


# How to put innovation in practice

## Design methodology and project flow

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

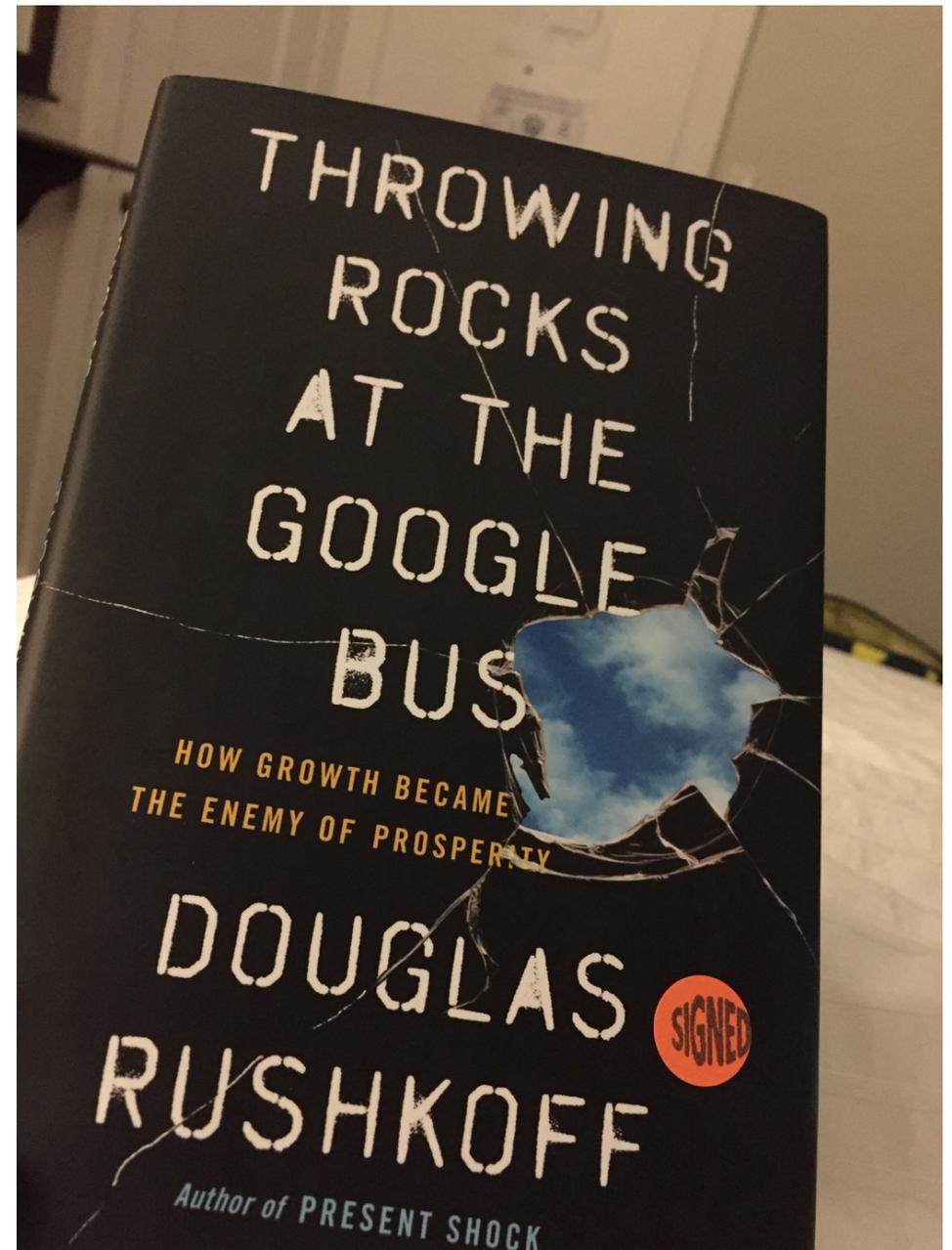
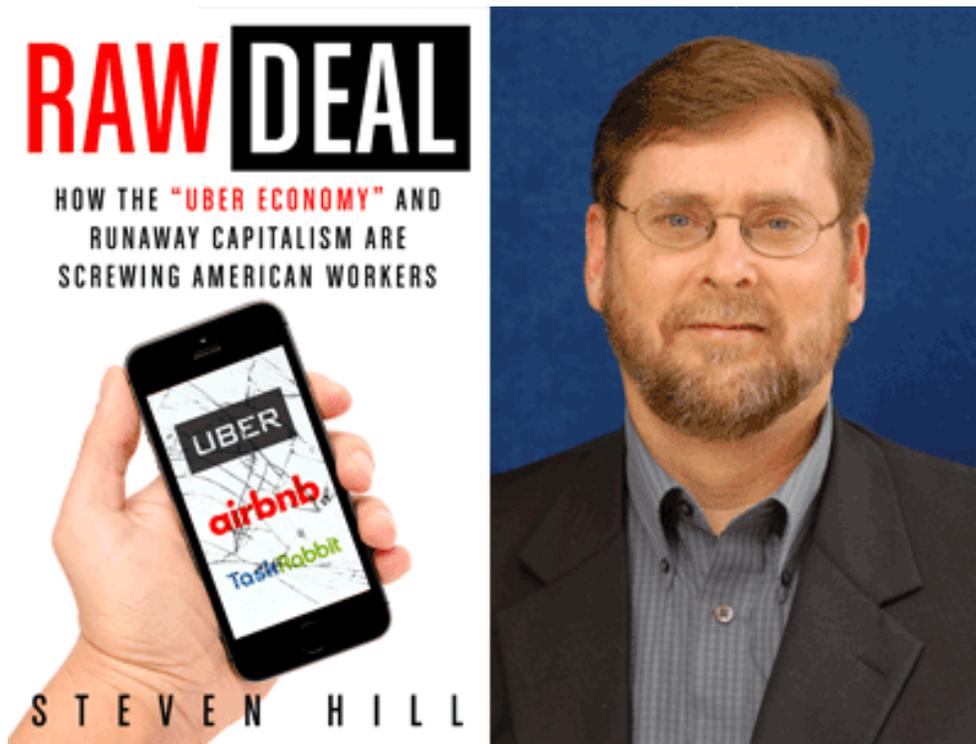
Figure 4.1 Fogg's Behavior Model



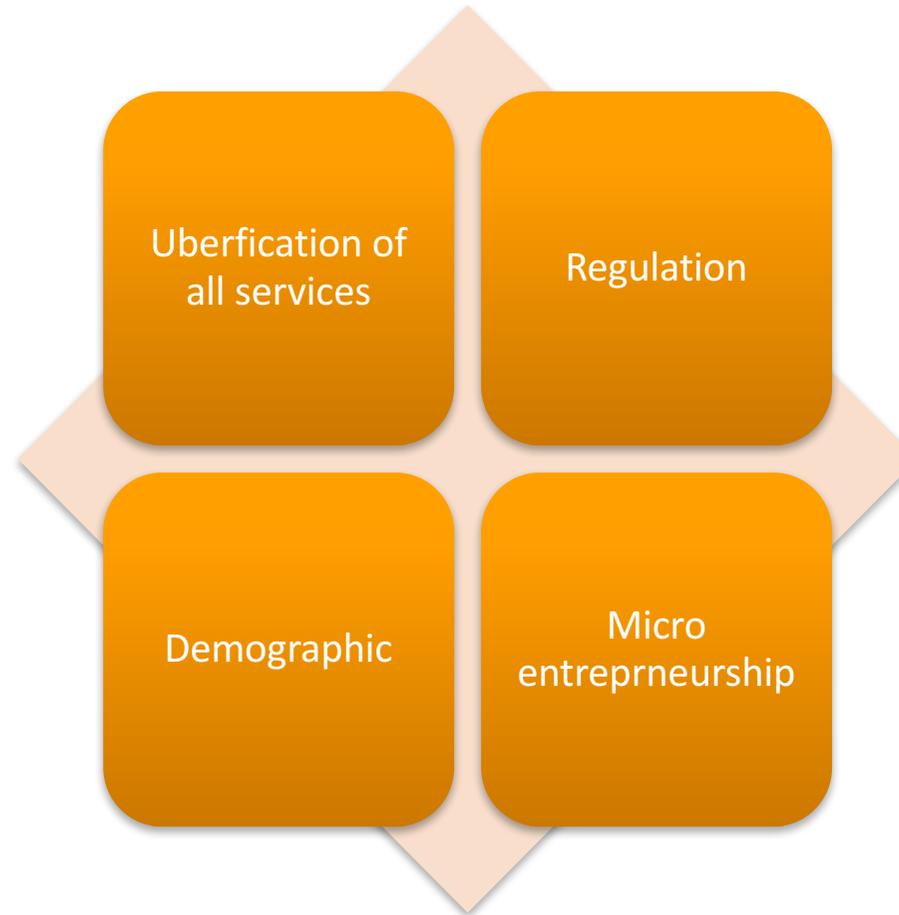
*A theory that is often used in mobile technology, websites, with the aim to change behavior or to extend certain behavior.*



# Digital economy



# Sharing economy – opportunities and critic



# Motivation in Sharing Economy?

Economic

Ecological

Social connection

Technophilia

Ideology

# Business Models? Entrepreneurship? Finance?

