



SIG 06 - INNO - Innovation

We invite you to submit your research to explore the theme of *The Business of Now: the future starts here* for the EURAM 20th Conference.

We look forward to receiving your submissions.

GT06_00 - Innovation General Track

Proponents:

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Short description:

The general track offers an umbrella for any innovation-related research that does not find a home in one of the tracks listed below.

Long description:

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While much knowledge about innovation management has accumulated over the years and some puzzles have been solved, new issues emerge and urge us to continue on the journey. In particular, research is required on the future of innovation for a world of 7, 8 or 9 billion people with rising expectations towards a better future. We all people – the humanity – are looking for change, changing the offering (product/service), the ways in which it is created and delivered (process innovation), the context and the ways in which it is introduced to that context (position innovation) and the overall mental models for thinking about what we are doing (business model or ‘paradigm’ innovation).

Keywords:

Innovation
Innovation Management
Innovation Process

UN Sustainable Development Goals (SDG):

Goal 9: Industry, Innovation, and Infrastructure.

Publication Outlet:

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<http://www.euramonline.org/submissions-guidelines-2020/authors-chairs-discussants-guidelines.html>