Innovation and New Product Development

# Lesson 1 (25 settembre 2018)

## Topics and references

* Introduction: the **importance of technological innovation** and the **innovation funnel**
	+ Schilling ch. 1
	+ Innovation within companies and countries
		- Eu R&D scoreboard 2015, pages 1-14, 37-54: <http://iri.jrc.ec.europa.eu/documents/10180/fda46922-4520-48e3-a19c-4499bdecc55a>
		- EU scoreboard 2018
		- <https://ec.europa.eu/docsroom/documents/30281>
* **Definitions of innovation**
	+ Schilling ch. 3, Types of innovation
	+ Oslo manual, ch. 3, sections 1, 2 and 3: <http://www.oecd.org/sti/inno/oslomanualguidelinesforcollectingandinterpretinginnovationdata3rdedition.htm>
	+ Henderson and Clark, 1990, "Architectural innovation: the reconfiguration of existing product technologies and the failure of established firms", Administrative Science Quarterly, vol. 35, n.1, Pages 3-6: [http://www.wz.uw.edu.pl/pracownicyFiles/id12237-Henderson,%20Clark%20-%20Architectural%20innovation.pdf](http://www.wz.uw.edu.pl/pracownicyFiles/id12237-Henderson%2C%20Clark%20-%20Architectural%20innovation.pdf)
	+ Christensen, What is Disruptive Innovation? Harvard Business Review, december 2015: <https://hbr.org/2015/12/what-is-disruptive-innovation> ; VEDI FOTOCOPIE CONSEGNATE IN AULA, PRIME 6 PAGINE
	+ Design driven innovation (Verganti, 2009): <http://www.uniroma2.it/didattica/direzioneestrategie/deposito/Verganti.pdf>
	+ Technology push vs market pull
* **Characteristics of technological innovation, models of technological innovation processes and R&D roles – five generations (slide)**
* **Sources (fonti) of innovation**
	+ Schilling ch 2
* **Cases**:
	+ Uber (disruptive innovation): aula fotocopie
	+ Tesla (discussion about the type of innovation): aula fotocopie
	+ Alessi (design driven): aula fotocopie
	+ PillCam (sources of innovation): studio individuale, extra aula, fotocopie

# Lesson 2 (27 settembre, 2018)

## Topics and references

* **Cicli tecnologici**:
	+ Cap. 3 Schilling pp. 113-116
	+ Abernathy and Utterback, "A dynamic model of process and product innovation, OMEGA, vol. 3, n. 6, 1975, pages 4-9: <http://users.telenet.be/n8duivel/louis/2.%20A%20dynamic%20model%20of%20process%20and%20product%20innovation.pdf>
* **Design dominance and standard battles**
	+ Schilling ch 4
* **Introduction to technology strategy**
	+ the resource-based approach & dynamic capabilities
	+ Teece, D. J., Pisano, G., & Shuen, A. (1997) Dynamic capabilities and strategic management. Strategic management journal, vol. 18(7), 509-533:

 <https://search.proquest.com/docview/231174373?pq-origsite=gscholar>

* + L’approccio alla base del libro Schilling

## Cases:

* + L’irresistibile ascesa di Microsoft (aula fotocopie)
	+ Mobile payment: la sfida dello standard nei pagamenti digitali (aula fotocopie)
	+ Altri esempi sulle dimensioni della strategia tecnologica (selezione o ambiti tecnologici, acquisizione e gestione della proprietà intellettuale, timing):
	+ <http://www.leonardocompany.com/innovazione-innovation>
	+ <https://www.eni.com/en_IT/innovation.page>