



Contribution ID: 18

Type: **not specified**

Innovation as a management challenge, part 1

Monday, 10 July 2023 11:30 (45 minutes)

The lecture aims to present innovation as a major driver of competitiveness. It aims to describe different types of innovation.

Objectives

To present innovation as a source of competitive advantage

Outcomes

Basic knowledge about different types of innovation

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Session Classification: Entrepreneurship and Innovation