

REGINNA 4.0 Second Summer School: Diving into high-innovation potential areas: Entrepreneurship and Business Strategies related to Industry 4.0 and Nanotechnology

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Innovation as a managerial challenge

Saturday, 9 September 2023 09:00 (2h 15m)

The lecture aims to present innovation as a major driver of competitiveness. It aims to describe different types of innovation. Additionally, the lecture aims to present some of the main activities a company should manage in order to create a successful innovation.

- What is innovation? Different types of innovations
- Challenges of managing innovation

Presenter: Prof. TABACCO, Raffaella (University of Udine)

Session Classification: main session 09/09/23