

Lektionsplan – Forår 2018

## INNOVATIONSSTRATEGI OG FORRETNINGSMODELUDVIKLING

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### Tids- og læseplan

Uge	Emne	Materiale, der skal læses	Opgaver mm.	Lokale
8 (23/2) KVA	Velkommen! Introduktion og forventninger  Innovation og vidensnetværk	Tidd & Bessant (2013, 5th edition) – Kapitel 4, 5 & 6 Teece, Pisano & Shuen (1997) Immelt & Trimble (2009) Cattani & Ferriani (2008) Reinholt, Pedersen & Foss (2011)	Udarbejdelse af innovationsstrategi for egen organisation	<a href="#">lokale 96</a>
11 (17/3) KVA		Tidd & Bessant (2013, 5th edition) – Kapitel 9, 10 & 11 Laursen & Salter (2006) Poetz & Schreier (2012) Ahuja & Lampert (2001)	Kortlægning af egen organisations eksisterende samarbejder Udarbejdelse af samarbejdsstrategi (virksomhedsniveau) for egen organisation	<a href="#">lokale 96</a>
15 (13/4) RGC	Forretningsmodeller	Osterwalder og Pigneur (2010) – hele bogen Teece (2010) DaSilva & Trkman (2013)	Udarbejdelse af forretningsmodel for egen organisation	<a href="#">lokale 96</a>

		Anderson, Narus & Van Rossum (2006)		
18 (4/5) RGC	Forretningsmodeller og innovation	Desyllas & Sako (2013) Johnson, Christensen & Kagermann (2008) O'Connor & Rice (2013)	Innovation af forretningsmodel for egen organisation	<a href="#">lokale 96</a>

## LITTERATUR

### Bøger

- Alexander Osterwalder and Yves Pigneur (2010): Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers. Den danske oversættelse kan også benyttes.
- Tidd, Joe & John Bessant (2013): Managing Innovation: Integrating Technological, Market and Organizational Change, 5th Edition, Wiley

### Artikler (listet efter hvornår de anvendes)

- Tidd & Bessant (2013) – Kapitel 4, 5 & 6
- Teece, Pisano & Shuen (1997) "Dynamic Capabilities and Strategic Management" Strategic Management Journal Vol. 18, No. 7, pp. 509-533
- Immelt & Trimble (2009) "How GE is disrupting itself. Harvard Business Review, 2009
- Cattani & Ferriani (2008) A Core/Periphery Perspective on Individual Creative Performance: Social Networks and Cinematic Achievements in the Hollywood Film Industry. Organization Science Vol. 19, No. 6, November–December 2008, pp. 824–844
- Reinholt, Pedersen & Foss (2011) "Why a Central Network Position Isn't Enough: The Role of Motivation and Ability for Knowledge Sharing in Employee Networks" Academy of Management Journal, Vol. 54, No. 6, 1277–1297
- Tidd & Bessant (2013) – Kapitel 9, 10 & 11
- Laursen & Salter (2006) "Open for Innovation: The Role of Openness in Explaining Innovation Performance Among U.K. Manufacturing Firms" Strategic Management Journal, 27: 131–150

- Poetz & Schreier (2012) "The Value of Crowdsourcing: Can Users Really Compete with Professionals in Generating New Product Ideas?" *The Journal of Product Innovation Management*, Vol 29(2): 245–256
- Ahuja & Lampert (2001) "Entrepreneurship in the Large Corporation: A Longitudinal Study of How Established Firms Create Breakthrough Inventions" *Strategic Management Journal* Vol 22 (6-7): 521–543
- Teece, D.J. 2010. Business Models, Business Strategy and Innovation. *Long Range Planning*, 43, (2/3) 172-194
- DaSilva, C.M. & Trkman, P. 2013. Business Model: What It Is and What It Is Not. *Long Range Planning*, In press
- Anderson, J.C., Narus, J.A., & Van Rossum, W. 2006. Customer value propositions in business markets. *Harvard Business Review*, 84, (3) 90
- Desyllas, P. & Sako, M. 2013. Profiting from business model innovation: Evidence from Pay-As-You-Drive auto insurance. *Research Policy*, 42, (1) 101-116
- Johnson, M.W., Christensen, C.M., & Kagermann, H. 2008. Reinventing Your Business Model. *Harvard Business Review*, 86, (12) 50
- O'Connor, G.C. & Rice, M.P. 2013. New Market Creation for Breakthrough Innovations: Enabling and Constraining Mechanisms. *Journal of Product Innovation Management*, 30, (2) 209-227
- Gulati, Ranjay & Kletter, David (2005). Shrinking Core, Expanding Periphery: The Relational Architecture of High-Performing Organizations, *California Management Review*, Vol. 47, No. 3, Spring 2005: 77-104
- Chesbrough, Henry (2004) "Managing Open Innovation", *Research Technology Management*, vol. 47 (1): 23-26

### Supplerende læsning

Vil blive specificeret i løbet af semestret