



PANNON EGYETEM

Gazdálkodás- és Szervezéstudományok Doktori Iskola

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Innovation management

1. Types of research of development. Types of innovation. Innovation models (linear, feedback, stb.
2. Technological trajectories. Industrial eras. The Utterback model
3. Innovation policy theories. National innovation system, triple helix and other helixes
4. Dualism in RDI, RDI landscape based on statistics
5. The European paradox. Hungarian and EU innovation policy
6. RDI strategies: RDI strategy, S3
7. Innovation in practice: the SCAMPER method, business canvas
8. Innovation in practice: the Stage Gate model, Design thinking
9. Innovation in practice: Open innovation