

## SIG: INNOVATION

### SIG GENERAL TRACK: Innovation – Into the Future

#### Track Chairs

**Dr Anna Trifilova**, Fraunhofer Center for Central and Eastern Europe (MOEZ), and University of Leipzig, Department of Innovation Management and Innovation Economics, Germany, Co-founder of TheFutureofInnovation.Org [anna@thefutureofinnovation.org](mailto:anna@thefutureofinnovation.org);

**Prof John Bessant**, Professor of Entrepreneurship and Innovation; University of Exeter Business School, UK [j.bessant@exeter.ac.uk](mailto:j.bessant@exeter.ac.uk)

#### Track Introduction

While much knowledge about innovation management has accumulated over the years and some puzzles have been solved, new issues emerge and urge us to continue on the journey. In particular, research is required on the future of innovation for a world of 7, 8 or 9 billion people with rising expectations...towards a better future. We all people – the humanity – are looking for change, changing the offering (product/service), the ways in which it is created and delivered (process innovation), the context and the ways in which it is introduced to that context (position innovation) and the overall mental models for thinking about what we are doing (business model or ‘paradigm’ innovation).



Of particular interest are papers on understanding products, services, processes, marketing approaches, and business models on social & service, international & cross-cultural, continuous & discontinuous, sustainable & open innovations. For instance, how and when to engage with lead users and draw on their willingness to engagement with the creation and improvement of products and services? If previously unconnected communities come together to innovate around specific needs, desires or problems, what are implications for organisations as we know them? What can we learn from the past, organizational performance and human excellence to take with us for the sustainable, social-driven future? What aspects of a wider global system do we need to understand and take into consideration if we are to be successful nationally, and internationally?

All these are questions to which we would be delighted to hear your thoughts on. However, the proposed track also offers an umbrella for other innovation-related research that does not find a home in the more specific tracks, including:

- Social innovation
- Service innovation
- User-led innovation
- Responsible innovation
- Discontinuous innovation
- Sustainability in innovation
- Social entrepreneurship
- Innovation and cross-cultural diffusion
- Ecosystem, smart and green technology
- Innovation and process drivers
- Human resource function in innovation
- Strategic decision making for innovation
- Management of balanced innovation portfolios
- Design and design thinking in innovation
- Emerging markets, base of the pyramid and innovation
- Human excellence and social innovation
- Innovation training
- The role of diversity in innovation
- Innovation for competitiveness
- Organizational performance and innovation