

European Forum Alpbach  
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Thursday, August 22

Plenary session: 13:45 Future Innovation-International perspectives

Innovation : Integrating insights and capabilities around the world

The future of innovation is more global: melding capabilities and insights about needs and markets from the world over, into a globally integrated network. With increasingly dispersed and differentiated contributions to innovations, mastering such melding process is increasingly critical for companies, industries, and countries (think innovation “hubs”, no longer just “clusters”).

The exercise is difficult. Discovering, accessing and evaluating sources of knowledge before they become obvious, and the knowledge they provide becomes codified (and, hence mobile) is a first challenge. Collaborative and open innovations provide partial answers, but no panacea. Sharing knowledge across contexts requires careful attention to the nature of knowledge and to the emerging architecture of the innovation, with adjustments to the innovation process. Melding knowledge from multiple sources calls for disciplined project management and clear leadership.

The contribution to the panel will provide a few keys to addressing these issues, from the research Prof. Doz and his team performed over the past few years. These keys range from structural arrangements to the cultural make-up of global innovation teams. The focus will be on people’s contributions to the global innovation process, away from the illusions sometimes still entertained about knowledge management systems and the lure of digitalization.