

## 2010 School Seminar Series

*Waikato Management School*  
Te Raupapa



# The Innovation Management Process A Systems Seminar

**Wednesday, 19 May 2010**  
**1.10pm – 2.00pm**  
**MSB.1.01**

**Professor Erich Burkler**  
University of Applied Sciences, Basel

### **Abstract:**

The aim of the presentation is to engage faculty staff with ongoing research into the process of innovation, and hopefully identify potential collaborators. Innovation can be a very successful means for organisations to change and develop. A classification of innovation types will be presented together with different innovation management approaches, Two innovation models will be discussed; the linear and more complex triple helix. In order to contextualise the innovation process a discussion will conclude the seminar on NZ business school and their contribution to organisational and social innovation.

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