



Innovation and Technology Management



Introduction (Programme)

In today's rapidly changing business landscape, successful companies are those that embrace innovation as a core component of their strategic vision. With the ever-accelerating pace of change and the pervasive risk of disruption, organizations must adopt a targeted and efficient approach to innovation and strategy.

Throughout the program, you will explore a series of strategic frameworks specifically tailored to managing innovation in high-technology businesses. By leveraging concepts of innovation, competition, value chain, strategy, you will be equipped to develop and execute innovation strategies that drive sustainable growth and competitive advantage. By engaging in interactive group exercises and drawing insights from real-world examples, you will acquire the skills necessary to foster innovation and formulate effective strategies for your organizations. The program places significant emphasis on tangible, practical content that can be readily implemented within participants' respective workplaces, ensuring immediate applicability and impact.

Some questions that the course will help answer are:

- How can firms effectively manage the challenges of commercializing technological innovations to ensure they create value?
- What are the various business models that firms can employ to derive value from their technological innovations, and how can they determine the most suitable model for their needs?
- What are the reasons behind the difficulties experienced by established firms in competing within a rapidly changing technological landscape, and what strategies can be employed to enhance their chances of success?

Objectives

The program objectives are:

- To help managers develop a comprehensive understanding of innovation and innovation ecosystem in India.
- To help managers to understand industry specific challenges and problem faced in R&D and Innovation
- To help managers to analyze different innovative strategies and curate new ones for the industry.
 - a. Buy vs create
 - b. Disruptive innovation
 - c. Innovators dilemma
 - d. Social innovation
 - e. Green inventories
- 4. To help managers understand how the program input will help them in taking competitive advantage.
- 5. To facilitate managers' action plan preparation for enhancing innovation performance and overall competitiveness in the market.

Programme Directors



Dr. Mohd Shadab Danish

Assistant Professor, Economics & Public Policy

Dr. Mohd Shadab Danish is currently serving as an Assistant Professor at the Department of Economics and Public Policy in IIM Raipur. Before joining IIM Raipur, he worked as an Assistant Professor of Economics at Dr. BR Ambedkar School of Economics in Bengaluru. He earned his PhD from the Indian Institute of Technology, Indore, and an MPhil from the University of Hyderabad. Dr. Danish has authored several technical publications, including his PhD thesis, "Essays on Economic Valuation of Patents in India" which focuses on the Economics of Innovation and Policy with a specific emphasis on innovation incentives. His research interests include the economics of innovation and technology policy, intellectual property rights policy, patent valuation, sustainable innovation & entrepreneurship. His work has been published in several prestigious journals.

For Whom

This program is appropriate for managers from any industry who want to improve their organization's capacity to formulate and implement innovative capabilities and appropriabilities.

Pedagogy

The maximum impetus shall be on evolving discussion and peer learning. The pedagogy used for these programs will be a mix of Incident Analysis, Case Study and Case Analysis, Test & Exercise, and Activity-based discussions among the participants.