Connecting People and Ideas: Understanding How Technology Can Help Address the Challenges of Corporate Innovation

AGENDA

9:00 am – 10:00 am  INFORMAL BREAKFAST  Main Hallway, Clifton Inn

10:00 am – 12:30 pm  MORNING SESSION  President’s Meeting Room, Clifton Inn

Technology is constantly changing the ways enterprises connect with customers, partners, employees and the world at large. In this session, we will focus on internal uses of technology to create more open and collaborative environments in which employees can easily connect to, experiment with and learn from each other. We will discuss how to use technology to manage and evaluate collaborative ideation inside an organization. Also, we will talk about the organizational benefits of various technology-related efforts and the challenges they raise.

(Discussion leader: Jeremy Hutchison-Krupat, Assistant Professor of Business Administration)

12:30 pm – 1:30 pm  LUNCH  The Verandah, Clifton Inn

1:30 pm–4:00 pm  AFTERNOON SESSION  President’s Meeting Room, Clifton Inn

Technology is connecting innovators in new ways both inside and outside organizations. Companies using social platforms can tap a wellspring of global innovation—beyond their internal R&D resources—to tackle product development challenges. This session will be devoted to using technology for external sourcing. We will examine how technology can help organizations to capture insights for their R&D efforts, how it can increase efficiencies in the design of business solutions and responses to business needs, and how it can lead to successful products and services.

(Discussion leaders: Rajkumar “Raj” Venkatesan, Bank of America Research Associate Professor of Business Administration and Kathryn M. Sharpe, Assistant Professor of Business Administration)

4:00 pm – 5:00 pm  CONCLUSION / FUTURE DIRECTIONS
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