

InnoLink – Cooperative innovation management through digital-based knowledge exchange

Project management: Prof. Dr. Reza Asghari

Summary: The transformation of the industrial society into a knowledge-based society brings with it new challenges for the German economy, and in particular for SMEs. A knowledge-based society puts innovation at the heart of economic development, and ensures that knowledge becomes the determining factor of economic growth. The objective of the project is to improve the capacity for innovation of small and medium-sized enterprises, through integrated innovation methodology and practically-usable methods and tools for strategic management, risk management, assessment of market potential and of technical feasibility, and for the composition of implementation concepts. Using innovation methodology, the aim is for a "red strand" to be identified which offers concrete recommendations for action for the planning and control of innovation projects in SMEs. The merging of the business-management and technical-methodological perspective in the innovation process, as well as the linking of methods and aids in both areas, is the basis for a sustainable approach to a solution.

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Organisational unit: Faculty of Law, Entrepreneurship Center

Research areas: Social Perspectives of Change



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