

EMI2022 Questions Chapter 2

SILVIA OCT 13, 2022 09:31AM UTC

1. What are some of the advantages and disadvantages of a) individuals as innovators, b) firms as innovators, c) universities as innovators, d) government institutions as innovators, e) nonprofit organizations as innovators?

a) b) c)

Advantages:

- a) He doesn't have to be accountable to anyone
- b) They have capital to invest into research
- c) They have the expertise to conduct successfully the research, and in return get more funding

Disadvantages:

- a) Low budget for investments
- b) It's more risky; they could go bankrupt; more time pressure
- c) Low budget; if research fails reputation of the university goes down

D and E

Government institutions

Pro: can pursue research to improve the quality of life

Cons: some decision can be political driven (rather than science driven), if research fail there would be a waste of public money

Nonprofit:

Pro: can do research with a different aim than money

Cons: small budget

2. What traits appear to make individuals most creative? Are these the same traits that lead to successful inventions?

Creativity comes from knowledge and motivation. Knowledge comes from studying, trial-and-error, curiosity ecc ecc. Motivation comes from dreams, needs, boredom ecc ecc. These traits alone can lead to successful inventions, but not necessarily. Inventors also need to be able to select feasible inventions and focus on polishing them.

3. Could firms identify people with greater capacity for creativity or inventiveness in their hiring procedures? How?

Yes, the interviewer may ask the candidate to find a solution to a trivial problem. More precisely the interviewer should evaluate how they approach and interact the problem.

What kind of problem? Trivial? Why? What are the soft skills you wanna raise? – SILVIA

The problem can be either trivial or complex. It doesn't matter how hard is the problem but it's important to understand how the candidate thinks develop a solution. – ANONYMOUS

An example of trivial problem could be how to reinvent a bench, like Etneo company that develop smart bench. – ANONYMOUS

hiring experts in innovation

having some leader in the company can help to develop and find new ideas

What are you evaluating? The goodness of the proposal or the way of thinking? – SILVIA

4. To what degree do you think the creativity of the firm is a function of the creativity of individuals, versus the structure, routines, incentives, and culture of the firm? Can you give an example of a firm that does a particularly good job at nurturing and leveraging the creativity of its individuals?

Shared values between individuals and firm.

Not have a fixed work routine.

Have more responsibility can enhance creativity.

You should work on what you like and have freedom of choice.

Example Adidas everyday people can chose on what project to work on.

HR processes can support creativity of employes by implementing workshops and exercises that support creative thinking.

Make people work with people from different field sectors and from different backgrounds. Do groups with people of various backgrounds.

Example: in city vision event they talked about startups working togheter. Like in incubators.

Example: google let you work on personal projects in work houra.
