



Nottingham University
Business School

ESRC Seminar Series
Successful Radical Innovation:
From Ideas to Market



Defining and Measuring Radical Innovation

Tuesday 5th May 2009,

Nottingham University Business School, UK



The University of Manchester
**Manchester
Business School**



University of Salford
A Greater Manchester University

Focus of the Seminar Series

Although significant work exists in incremental innovation, research on radical innovation is not as substantial and there appears to be little synthesis of the research that does exist. Much research is focused on high-tech companies, however, the arts and other creative industries also have much to offer. There are also many links with the basic physical and biological sciences, and with disciplines such as economics, geography, psychology, sociology, and business/management that study the factors that inhibit/facilitate innovation. The research community needs to pool its collective knowledge and open critical discourse around the issue of radical innovation to generate a deeper understanding of current knowledge and to develop a coherent research agenda for the future.

The aim of this series is to bring together experts in the area from an international and multi-disciplinary perspective to generate a deeper understanding of the issues surrounding Radical Innovation. The expectation is that the interaction and debate generated from this series of events will lead to the development of a coherent, multi-disciplinary and applicable research agenda for the future.

Structure

Each seminar is intended to focus on one key area, bringing together presentations from leading researchers and recent research in the area and opportunities for discussion/debate to generate a better understanding of the area. The six key areas identified are:

- Defining and measuring Radical Innovation;
- The Radical Innovation process;
- The Roles of Relationships and Networks in Radical Innovation;
- Barriers to exploitation of Radical Innovation;
- The roles of Universities and other key stakeholders in knowledge transfer;
- The unintended consequences of Radical Innovation.

SEMINAR 1 – DEFINING AND MEASURING RADICAL INNOVATION

Numerous definitions/labels exist for radical innovation, such as ‘radical’, ‘discontinuous’, ‘revolutionary’, ‘breakthrough’ and ‘disruptive’. Some work has been done to explore the similarities and differences between these different definitions, however, there is still no definitive understanding of how they relate to each other, resulting in research that is neither consistent nor comprehensive.

Measuring innovation has also proved to be difficult and research is often based on proxy measures (e.g. patents). In addition, much research is also retrospective, meaning conclusions may not general to present or future circumstances.

Determining what the relationships are between the various definitions that are currently used, how they are similar or different, and discussing how we should then measure more radical innovation is vital to developing a clear picture of this research arena and a more coherent, integrated agenda for future research.

PROGRAMME

Tuesday 5th May 2009

9.00 - 09.45	Registration & Coffee
9.45 - 10.00	Welcome
10.00 - 11.00	Keynote Speaker <i>Prof. John Bessant (Chair in Innovation Management, Imperial College London)</i>
11.00 - 11.30	Definitions of Radical Innovation <i>Dr. Vicky Story (Lecturer in Marketing, Nottingham University Business School)</i>
11.30 - 12.30	Group discussions: Generating an understanding of the relationships between the different definitions
12.30 - 13.30	Lunch
13.30 -13.45	Feedback from morning discussions
13.45 - 14.30	The issues surrounding self-assessment of RI <i>Dr. Samir Dani (Senior Lecturer in Operations Management, Loughborough University Business School)</i>
14.30 - 15.15	A tidal wave or a trickle? Personal reflections from a psychologist on assessing the impact of ideas in organisations <i>Dr. Kamal Birdi (Lecturer in Occupational Psychology at the Institute of Work Psychology, University of Sheffield)</i>
15.15 - 15.45	Debate: Measuring Radical Innovation
15.45 - 16.00	Summary of the day
16.00 - 16.30	Coffee, networking and close

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To register please complete in BLOCK CAPITALS

Title: _____ Full Name: _____

Name to appear on Name Badge (if different from above): _____

Organisation: _____

Address: _____

Telephone No: _____ Email: _____

Special Requirements (e.g. dietary): _____

Accommodation:

Please note that accommodation cost is not included in the seminar package. For hotel reservations please contact Sam Wallace at Nottingham Conferences on 0115 9515007 who will be happy to reserve a room for you at specially negotiated rates.

Fees

Please note that there are 50 funded places available (including 5 priority places for PhD students). Once these have been allocated the cost will be £35, with a reduced rate of £20 for PhD students. Subsidised travel is also available for 5 PhD students; further details will be given in the seminar registration confirmation.

Payment

Please note that payment if required can be made via invoice, cheque or credit card (except American Express). Further details will be sent out with the seminar registration confirmation.

Please return your completed registration form to:

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SEMINAR REGISTRATION DEADLINE IS FRIDAY 24TH APRIL 2009