Disciplina:
ADM2467 - Tópicos Especiais em Estratégia (Innovation Management)

Ementa:
Central concepts and types of innovation. Innovation process and technological catch-up: differences between developed and emerging countries. Open innovation. Factors influencing innovation, dynamic capabilities and absorptive capacity. The role of markets and clients. Organizational innovation and business model innovation. The role of innovation in sustainability and economic development.

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