



Innovation Management

Research and Educational Aspects

21st – 22nd April 2016

Conference Programme

DAY 1 - 21st April 2016, Room 111A

Registration Desk Opens At 9:30 in front of Room 111A

10:00 – 10:15 – Opening

Session 1. Innovation Management – a broad perspective (session chair: Barbara Borusiak)

10:15 – 10:45 – The elements and manifestations of the creative economy and its impact on innovation
(Adam Rudzewicz, Anna Strychalska – Rudzewicz)

10:45 – 11:15 – The Nature of Business Model Innovation
(Adam Dymitrowski)

11:15 – 11:45 – The impact of Triple Helix Model on local development for the Western Poland
(Robert Romanowski)

11:45 – 12:15 – COFFEE BREAK

Session 2. Innovation Management – sector perspective part I (session chair: Robert Romanowski)

12:15 – 12:45 – The Use of Innovative Research Tools in Retail Store Environment
(Elena Horska, Jakub Bercik)

12:45 – 13.:15 - Virtualization of retailers behavior towards customers as a symptom of innovativeness in retail trade
(Barbara Kucharska)

13:15 – 13:45 – Internet financial services as an opportunity for currency borrowers
(Piotr Maicki)

13:45 – 14:30 LUNCH

14:30 – 16:30 – Neuro Device Presentation (Ewa Ramus)

19:00 – 21:00 CONFERENCE DINNER



DAY 2 - 22nd April 2016, Room 0011A

Session 3. Innovation Management – sector perspective part II (session chair: Bartłomiej Pierański)

09:00 – 09:30 Countryside consumption and eco-innovations in farming - Case study from Bulgaria

(Mariya Peneva)

09:30 – 10:00 Social media as a tool creating value for the customer in e-commerce

(Marcin Lewicki)

10:00 – 10:30 Importance of prototyping in innovation management

(Andrzej Szymkowiak)

10:45 – 11:15 COFFEE BREAK

Session 4. Innovation Management – teaching perspective (session chair: Marcin Lewicki)

11:15 – 11:45 In-class focus groups with local representatives as a tool for strategic thinking

(Kirill Rozkhov, Natalya Skriabina)

11:45 – 12:15 – Metaphors as a teaching tool and conceptualizing means

(Konstantin Khomutskii)

12:15 – 12:45 – The use of 3D design in marketing – Research and educational aspects

(Peter Šimončič, Roderik Virágh, Filip Tkáč)

12:45 – 13:15 - Virtual Game Method in Higher Education

(Aleksandra Gawet)

13:15 - Ending

NOTICE:

Each presentation should last about 20 minutes after which there will be 10 minutes left for discussion on the presented topic.

For any further questions regarding the Conference programme please contact Marcin Lewicki - mail: im@konf.ue.poznan.pl.