

## INVITED SESSION SUMMARY

**Title of Session:** Innovation process digitalisation – experiences and prospects

**Name, Title and Affiliation of Chair:**

Chair:

Ass. Prof. Dr Katarzyna Łobacz, University of Szczecin, Poland  
Prof. Dr.Sue Rossano, Munster University of Applied Science, Germany  
Prof. Dr. Ingrid Wakkee, Amsterdam University of Applied Science, Netherlands  
Prof. Dr Joanna Wiśniewska, University of Szczecin, Poland

Co-Chair:

Ass. Prof. Dr Roman Tyłżanowski, University of Szczecin, Poland  
Dr. Burcu Kor, Amsterdam University of Applied Science, Netherlands  
Judith Helmer, Munster University of Applied Science, Germany

**Details of Session (including aim and scope):**

Digitalization strongly influenced numerous fields and it also starts to change the innovation management process. The main aim of newly appearing digital tools and platforms is to structure innovation processes, thus making it more predictable and quantifiable. Many digital tools can be used to support innovation process by facilitating ideation, ideas collection, ideas analysis, discussing, new concept development, and/or tracking their commercialisation success. Digitalisation affords several opportunities for visualisation that was proven to stimulate creativity and collaboration. At the same time numerous doubts appear as, for instance, if innovation process digitalisation doesn't disturb its flexibility and agile approach to management that is needed in most of the cases.

Digitalization of innovation management has the potential to affect modifications in innovation behaviours in the nearest future, making it more controllable, sustainable and participative. Unfortunately, not all companies are making use of this inherent digital innovation capacity. There is a significant gap in technology adoption between SMEs and large firms and it is now reported that over 41% of EU companies have yet to adopt any new advanced digital technologies such as mobile apps, cloud computing, big data analytics or the Internet of Things. So, another question arises, to what extent can digital tools support the innovation process in micro, small and medium enterprises, while several limitations of innovating digitally still exist.

The analysis also reveals that there is an observed education gap, as digital innovation management is not well included in innovation related university programs across Europe. This calls for a need to exchange good practices in this regards and share the research presenting effectiveness of training programs and education methods in order to improve how the innovation is thought and to educate the qualified change agents to work for a better future.

Thus, we cordially invite researchers (both academic and applied) to contribute with papers on the following:

- Innovation process management, new innovation management practices
- New product/service development process in the digital era
- Innovation process digitalisation, digitally-aided ideation, digitally-aided collaboration, crowdsourcing facilitated digitally
- Innovation process in SMEs, innovation process in services
- Innovation management education programs, problem-based innovation learning/teaching, defining and measuring learning outcomes
- Measuring innovation management digitalisation levels (theory and practice)

**Main Contributing Researchers / Research Centres (tentative, if known at this stage):**

Science to Business Marketing Research Centre (Fachhochschule Muenster), AUAS Entrepreneurship, Inno-Analysis Lab (Szczecin University)

**Website URL of Call for Papers (if any):**

For more contribution visit: [www.innovatingdigitally.eu](http://www.innovatingdigitally.eu)

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