”User-driven innovation”

Theme week 20 – 24 October 2008 (week 43)
Centre for Innovation and Business Development,
CIF, Birk Centerpark 40, AU-IBT, Herning

In week 43, the Centre for Innovation and Business Development heads a series of activities focusing on user-driven innovation.

In that connection, three workshops will be held with guest lecturers from the School of Economics and Management (AU), the Aarhus School of Business (AU) and the Norwegian School of Management (BI). The themes of the three days are:

- 20 October: User-driven product innovation
- 22 October: User-driven innovation – from product to service
- 23 October: User-driven innovation – a lead-user perspective

The workshops are open to all those interested and participation is free of charge. Please inform Lisa Vestergaard Sørensen (lisa@hih.au.dk) of which workshop(s) you plan on attending, preferably before 17 October 2008.

The guest lectures will take the form of workshops and each presentation will be concluded by a discussion enabling you to ask questions, offer comments and raise other discussion points with a focus on user-driven innovation.

The lectures are conducted in English and for each of the three guest lectures, a number of relevant articles is listed.
Programme:

Monday 20 October 2008, from 10 am to 2 pm (10-14)

Guest lecturer: Associate Professor Kristina Risom Jespersen, School of Economics and Management, University of Aarhus
Title: User-driven product development
Venue: Room 3120, Birk Centerpark 15, 7400 Herning
Literature:


Wednesday 22 October 2008 from 9 am to 2 pm (9-14)

Guest lecturer: Professor Jon-Arild Johannessen, the Norwegian School of Management (BI), Oslo
Title: User-driven innovation in a Norwegian shipyard: Practice and theory
Venue: Room 2023, Birk Centerpark 15, 7400 Herning
Literature:


Johannessen, Jon-Arild, “Aspects of innovation theory based on information- and knowledge-management”, WP


**Thursday 23 October 2008 from 9 am to 2 pm (9-14)**

**Guest lecturer:** Professor Christopher Lettl, Aarhus School of Business, University of Aarhus

**Title:** User-driven innovation in a lead-user perspective

**Venue:** Room 3103, Birk Centerpark 15, 7400 Herning

**Literature:**


