

Die Technologieprognose im Innovationsmanagement



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(Dr. Lily Wunsch II)

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GRIN Verlag Aug 2010, 2010. Taschenbuch. Book Condition: Neu. 212x151x3 mm. This item is printed on demand - Print on Demand Neuware - Bachelorarbeit aus dem Jahr 2010 im Fachbereich BWL - Sonstiges, Note: Sehr gut, Campus02 Fachhochschule der Wirtschaft Graz (Innovationsmanagement), Sprache: Deutsch, Abstract: ZusammenfassungAufgrund des rasanten technologischen Wandels sind technologieorientierte Unternehmen gefordert, auf Technologie- und Marktveränderungen rasch zu reagieren. Um zukünftig konkurrenzfähig zu bleiben, ist es daher notwendig die Innovationsgeschwindigkeit des Unternehmens zu verbessern.Technologieprognosen ermöglichen Unternehmen den Verlauf von Technologie zu prognostizieren und den Reifegrad einer Technologie zu bestimmen. Die systematische Analyse der Erkenntnisse führen unter anderem zu einem kontrollierten Innovationsanstoß von Produktentwicklungsprojekten.Die vorliegende Arbeit beschäftigt sich mit der Innovationsstrategie- und Prozessgestaltung nach erfolgter Technologiereifebestimmung. Die Technologiephase, das Risiko und die Marktattraktivität werden über Technologieportfolios bewertet. Aufgrund der Erkenntnisse können die einzelnen Phasen des Innovationsprozesses technologisch- und marktorientiert gestaltet werden. Die Definition von geeigneten Innovations- und Marktstrategien unter der Berücksichtigung der vorherrschenden Technologiephase ist wesentlich für den Markterfolg von potentiellen Innovationen.AbstractDue to the fast changing nature of technology, technically oriented companies are challenged to react very fast when technology and market changes happen. In order to stay competitive in the future, it is necessary to improve the speed of innovation in a company.Technology forecasts allow companies to predict technological trends and to define the quality of these trends. This systematic analysis of these findings leads to a controlled impulse to start a product development project.The following research deals with the creation of these innovation strategies and to the organization of the innovation process after a technology forecast. The technology phase, the risk and the market attractiveness are assessed through such technological portfolios. Due to these findings it is possible to define the single steps of theinnovation process, technologically- and market oriented. The definition of suitable innovation- and marketing strategies,...



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