



WBS Wits
Business
School
Sculpting global leaders

Strategic Management of Innovation

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Innovation matters!

- Developing countries all face the challenge of competing effectively with more advanced economies in a globalised marketplace. Hence developing countries – perhaps even more than industrialized nations -need sound national innovation strategies to stimulate economic growth and development
- Developing countries and more particularly those on the African continent often lack significant innovation capacity particularly in formulating and implementing innovation policies to guide and steer the development agenda.

Differentiation

- Proceeds from an original standpoint by using business firms as the unit of analysis. Firms are considered to be active rather than passive agents and the common assumption that their innovation processes take place in response to signals originating from public sector institutions is questioned.
- The outcomes are produced in many modes and provides a body of knowledge and practice that informs the innovative capacity of South African and African business firms and insights into improved corporate strategy practice in this area.
- WBS has effectively established a platform and position of leadership in scholarship on firm-level analysis in innovation studies is a specialization of growing interest and importance.

Modes of engagement

- Teaching
- Research
- Networking and engagement

Teaching

New Masters Programme in Innovation Studies

- Specialized postgraduate Master of Management in Innovation Studies began in Feb 2011.
- Next intake in 2013
- An interdisciplinary programme that engages with how innovation impacts on economic growth and development and seeks to analyse how these impact on the achievement of broad social goals more generally.
- Aimed at contribution to the creation of a new generation of policy makers, scholars and business leaders
- The Programme is directed by Professor Gillian Marcelle.

Unique Offering



- Combines policy and management with a developing country focus
- First of its kind in the world
- World-class faculty
- Academically rigorous and specialised
- Affordable and flexible pricing (R85,000) payable over two years for part time candidates

Network & Engagement



- Presentations drawn from institutions in 12 different countries. 26 academic papers presented, 7 keynote papers and presentations and over 15 roundtable presentations
- Keynote presenters included Professors Calestous Juma, Carlota Perez, Mamphela Ramphela, Judith Sutz, Anil Gupta, Derek Keats and Raphael Kaplinsky.
- Provided an exceptional platform for the exchange of knowledge and ideas among academics, policy makers and the business community.
- Over 125 registered participants over three days
- Public lecture by Professor Anil Gupta
- Special issue of the journal: International Journal of Technological Learning, Innovation and Development (IJTLID).and working papers published at www.wits.ac.za/managinginnovation
- Conference website and portal for participants and other interested parties to access the information of the symposium long after it had completed <http://innovationsymposium.wits.ac.za>
- Substantive media coverage of the event, a clear indicator of the importance of the topic and interrelated topics to Innovation and Development in the 21st Century

Research

- Edited special issues of International Journal of Technological Learning, Innovation and Development (IJTLID)
- Journal articles
- Conference proceedings from IFD symposium
- Conference papers presented at in the ISPIM, New York and Hamburg Kellogg School of Management Global KIN forum; Aalto University, Helsinki
- Working papers published at www.wits.ac.za/managinginnovation
- Teaching case studies
- Innovation for sustainability
- Building an innovation ecology in South Africa
- Reducing policy fragmentation and misalignment in innovation policy
- Innovation strategies for biotech, electronic engineering and automotive firms
- R&D tax incentives
- Organisational learning and innovation
- Spatial dimensions of innovation
- Firm-level knowledge acquisition strategies
- Innovation policies for renewable energy
- Innovation in the bio-based economy
- Innovation and development surges
- Knowledge economy indicators and measurement

SMI Research Group



- Intellectually rigorous and thought provoking internal seminars in 2010
- The seminar series has played a pivotal role in investing in a new and growing innovation community both at Wits and elsewhere. There were six internal seminars during 2010 and most were co-hosted with a range of other players or institutions. They spanned across the year from April to December
- One of most well attended seminars was on the topic of the FIFA World Cup and was titled: 'FIFA World Cup 2010: What Does It Mean for South Africa's Innovation and Capacity Building?'. This was a jointly hosted event with the Joburg Centre for Software Engineering

Innovation@WBS

- Hosting pre-eminent scholars
 - Martin Bell
 - Carlota Perez
 - Anil Gupta
- Stimulating partnerships
 - UCT TuT University of Pretoria
 - Sussex MIT Cambridge Brazilian Mexican and Indian universities and research centres
- Encouraging emerging researchers
 - Post doc fellowships