

The social dimension of innovation – dr Marzena Kruk

Course duration: one semester

Number of ECTS credits: 4.0

Modern economy requires the introduction of new technologies in equal dimensions of social life. Innovation does not have solely have technological, market benefits. Increasingly the success of the innovation processes depends on many social factors. Building capacity for innovation is a challenge for many countries, in which promoting a knowledge based economy takes priority over pure economic profit. In order to achieve this aim, society must requires a new approach to innovation and require new competencies from innovators.

Innovations are always taking place in society, this lecture seeks to examine the issue of innovation from a sociological point of view and not from the perspective of economic science. This lecture will familiarize you with the following issues: 1. What is innovation and what are innovations? 2. The role of innovation in society: state and prospects, 3. What is the potential for innovation? 4. Different dimensions of innovation in social life (economic aspect, economic, social) Types of innovation, 5. The Innovations - a new approach to building innovation-oriented attitudes, innovative activity, 6. Elements of the management of the innovation process. 7. Risk and trust - elements of the innovation process, 8. Good practices to innovate in different areas of social life. 9. Innovation not only in enterprises, 10. Examples of activities of the different actors in the introduction of innovations, 11. What are innovation strategies?