

New Innovation Ecosystems run the Show: Digital Platforms and University-Business Transfer Systems Master Seminar (7 ECTS) in the Summer Term 2022

Topic

Innovation – although sometimes portrayed that way – was never an activity of lone wolfs, but a collaborative effort. Lone inventor “geniuses” are a myth, or at least a rare exception. Recently, however, innovation has become even more collaborative. Companies increasingly rely on other companies and outside actors. They innovate with support from outside their firm boundaries and also profit from complementary innovations by others. In addition, more and more of these activities are taking place not in collaboration between groups of a few, but between a large number of highly diverse actors. Often, these diverse actors join forces for their mutual benefit: from startups in digital industries to large established companies in traditional industries, from science labs in universities to for-profit companies. Over time, new innovation ecosystems develop, crossing regional, national, and disciplinary boundaries. Thereby, for many of the major challenges that our society faces – from climate change to healthcare – and for new business opportunities from machine learning to advanced manufacturing, the transfer and application of knowledge created by basic research to businesses is key.

In the seminar, you will examine these new innovation ecosystems. For instance, just a bit more than ten years ago, Nokia and Blackberry were the uncontested market leaders for mobile phones and it seemed unlikely – as documented by iconic newspaper covers – that they would be displaced any time soon. However, new entrants bet on a new system: they created platform-based innovation systems, and outcompeted the market leaders with the help of numerous app developers and companies that created complements to their core technology. Why are some of these new systems so successful, and who are the most important actors? How can actors succeed in these systems? Which system is winning the race to achieve a critical size, and why? How can basic research be commercialized and used for the good of all? You will be able to choose a topic related to either the university-business transfer or digital platform-based innovation systems.

Objectives:

Apart from providing a broad overview of the literature and current research topics, the seminar aims at enhancing participants' scientific writing and presentation skills. Therefore, each student has to submit a seminar paper (roughly 12 pages), prepare a scientific presentation and a peer review presentation. Moreover, we encourage active participation in the discussions. Thus, students will be prepared for conducting their own research in the scope of their final theses. Participation in the seminar will increase the chance of being accepted for a final thesis at the chair.

Course Assessment:

Participants are expected to review the literature related to their topic and write a paper following the standards of academic writing. In addition, each participant has to present his or her topic (15 minutes) and critically review the work of a fellow student in a short 5 minutes presentation. The paper and presentations can be in English or German. For the seminar paper, the chair's guidelines apply and will be discussed at the beginning of the course. The following contributions will be evaluated for the final grade:

- Scientific seminar paper (12 pages)
- Presentation (15 min)
- Short peer review presentation (5 min)
- Active participation in the discussion

Application Procedure:

Students can apply for the course **until April 14, 2022**.

E-Mail your **application as 1 PDF file** (including your CV, grade overview from your Master and Bachelor, short text on why you are interested in the seminar – no longer than half a page) to:

patrick.figge@uni-passau.de

Your application can be in English or German.

Preliminary schedule for the seminar:

Kick-off Meeting and Introduction to Scientific Writing <i>29.04.2022</i>	Introduction to the seminar Presentation of research questions / topics Participants' indications for topic preferences Introduction to scientific research and writing
Assignment of Topics <i>Shortly after kick-off meeting</i>	Participants will receive an email with their seminar topic based on the indicated preferences
Guidance Meeting 1	Discussion of participants' abstracts and tables of content (15 min / participant)
Guidance Meeting 2	Discussion of progress (15 min / participant)
Guidance Meeting 3 (voluntary)	Discussion of progress (15 min / participant)
Introduction to Scientific Presentation	Introduction to presenting scientific papers
Submission of Seminar Papers <i>One week before the final presentations</i>	Hand in seminar papers
Final Presentations <i>2-3 weeks before the end of the term</i>	Presentations of seminar papers and peer presentations