



Innovationen und Innovationsmodelle (German Edition)

Markus von Blohn

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Studienarbeit aus dem Jahr 2003 im Fachbereich VWL - Innovationsökonomik, Note: 2, Technische Universität Kaiserslautern (Lehrstuhl Volkswirtschaftslehre), Veranstaltung: Grundlagenseminar, Sprache: Deutsch, Abstract: Anliegen des Buches ist die Darstellung der unterschiedlichen Innovationsmodelle mit den beteiligten betriebsinternen sowie externen Akteuren, die ihre Produkt- und Marktkenntnis, ihr Ausbildungswissen und ihre Erfahrung mit einbringen. In diesem Zusammenhang sollen theoretische Grundsätze von Innovationen, sowie die Modelle von Innovationen und deren Faktoren, welche die räumliche und zeitliche Ausbreitung derselben beeinflussen können, betrachtet werden. Als kurze Einführung in die Thematik von Innovationen und der Einflussfaktoren auf die Realisierung derselben, werden zunächst einige allgemeine Aussagen getroffen. Danach wird auf die unterschiedlichen Modelle der Innovation, mit ihren Vor- und Nachteilen eingegangen. Am Ende der Arbeit folgt schließlich eine zusammenfassende Betrachtung.

Vermittelt werden die Grundlagen der Innovation und die Innovationsmodelle: Lineares Modell, Technology Push, Demand Pull, Market Pull, Kopplungs Modell, Integriertes Modell, System Integrations, Vernetzungs Modell, Chain Link Modell. Darüber hinaus werden die Themen Innovation, Invention, Innovationsarten, Unterscheidung Objekt und Neuigkeitsgrad, Merkmale von Innovationen, Adaption, Diffusion, Imitation, Produkt- und Prozessinnovation, Unterscheidung inkrementaler und radikaler Innovationen, Zieldreieck der Innovation, lineare und nichtlineare Innovation. Darüber hinaus werden die verschiedenen Innovationsziele erleutert.

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