

14.12.2005

PART 1

1. Please provide the correct definitions for the following terms. Each definition is worth 2 points. (8p)

- a) Dominant design
- b) Systemic innovation
- c) Triple Helix Model
- d) Spillover effect

2. Please, present a typology of adopter categories introduced by Everett Rogers. (8p)

3. Please describe different types of collaboration in the pursuit of innovations. What are the different advantages and disadvantages for each option? (8p)

4. New product development teams. (10 p total)

- a) What are issues that need to be considered when constructing new product development teams? (4p)
- b) Please, describe the characteristics of the different product development team types defined in the course book (functional, lightweight, heavyweight, autonomous). (6p)

PART 2. Please, choose two of the following five questions.

5. Mr. David Ing presented four myths related to services. Which are they and why are they myths? (8p)

6. Professor Markku Maula discussed the topic of corporate venturing. What are the benefits and drawbacks for corporations and ventures in corporate venturing? (8p)

7. Dr. Martin Meyer talked about the use of patent indicators. What are the advantages and disadvantages of patent indicators? (8p)

8. What are the factors influencing the optimal timing of entry for an innovation? (8p)

9 What are the differences between wholly proprietary systems and wholly open systems? What are the advantages and disadvantages of these systems? (8p)