

‘Can innovation lead the economy out of the crisis?’

Birkbeck Centre for Innovation Management, Birkbeck University of London

Tuesday 13 March 2012 10am to 5pm

Birkbeck

Keynote speakers: Professors Andrew Tylecote, University of Sheffield, Daniele Archibugi, Birkbeck College and Andrea Filippetti, Italian National Research Council.

The Workshop, also on the ground of fresh evidence, will explore which companies are trying to sustain their business activities through innovation. Academics, policy advisers and business managers will participate to the event.

Can innovation lead the economy out of the crisis?

The economic landscape since the 2008 financial crisis has been characterized by a huge plunge in demand and international trade, a generalised worsening of credit conditions on financial markets, an unprecedented intervention of governments and central banks, as well as a growing uncertainty about the future direction of technological change and profit opportunities. Much less attention has been paid to another question: who will lead us out of the crisis? Who are the brave companies innovating also against the stream? A new recovery will need new products and new industries, and they will need in turn to be based on invention and innovation. What has been the effect of the economic crisis on product and process innovations? Do companies become more or less reluctant to risk bringing artefacts and merchandise to markets and investing in exploring new fields?

The main aim of this workshop will be to discuss the following themes:

- What are the companies and the industries that manage to innovate also in adverse economic conditions
- The factors that allow companies to introduce innovation also in a financial crisis
- How new products and services could create job opportunities and foster an economic recovery

The workshop is free of charge.

To participate, please contact Ning Bains, email nsrikasem@yahoo.com