



UNIVERSITATEA „ALEXANDRU IOAN CUZA” din IAȘI

FACULTATEA de ECONOMIE ȘI ADMINISTRAREA AFACERILOR

TUTORIAL COURSE FORM

2025-2026 ACADEMIC YEAR

Name of the tutorial course (incoming Erasmus/exchange students)	Innovation Management
Name of the professor	Anca Maria Clipa
Email of the professor	Anca.clipa@uaic.ro
Office of the professor	B621
Consultation days/hours	
Semester(s) in which the tutorial course is available	2
No. of ECTS credits	4
Level of study (bachelor/master/PhD)	bachelor/master
Short description/Contents	<ol style="list-style-type: none">1. Introduction to Innovation Management. Overview of innovation and its significance in business.2. Types of innovation: product, process, business model, and social innovation.3. The innovation ecosystem: stakeholders, networks, and knowledge flows.4. Institutions as facilitators for sustainable digital transformation5. Developing an innovation strategy aligned with organizational goals.6. Creating an innovative culture: leadership, incentives, and organizational structure.7. Open innovation and collaboration: internal and external sources of innovation.8. Social Capital and Innovative Performance in Networks (Bonding and Bridging Social Capital)9. Ideation and Opportunity Recognition. Techniques for generating creative ideas: brainstorming, mind mapping, and design thinking.10. Evaluating and selecting ideas for further development.11. Identifying market opportunities and customer needs.12. Innovation Commercialization and Scaling.13. Intellectual property protection: patents, trademarks, and copyrights.14. Legal and ethical considerations in innovation management.
Assessment/Evaluation	1. Project(Innovation Canva)



	2. Knowledge of the basic concepts(Test) 3. A case-study
Bibliography	<ol style="list-style-type: none">1. Brown, T. (2008). Design thinking. Harvard Business Review, 86(6), 84-92.2. Chesbrough, H. (2003). Open innovation: The new imperative for creating and profiting from technology. Harvard Business Review Press.3. Christensen, C. M. (2013). The innovator's dilemma: When new technologies cause great firms to fail. Harvard Business Review Press.4. Christensen, C. M., Raynor, M. E., & McDonald, R. (2015). What is disruptive innovation?Harvard Business Review, 93(12), 44-53.5. Clipa, A. M., Chițac, I. M., Clipa, C. I., & Florea, N. (2024). Social Capital and Innovative Performance in Networks: The Journey of Romanian SaaS Entrepreneurs. Entrepreneurship Research Journal, 14(4), 1817-1856.6. Dyer, J. H., Gregersen, H. B., & Christensen, C. M. (2011). The innovator's DNA: Mastering the five skills of disruptive innovators. Harvard Business Review Press.7. Ionescu, A. M., Clipa, A. M., Turnea, E. S., Clipa, C. I., Bedrule-Grigoruță, M. V., & Roth, S. (2022). The impact of innovation framework conditions on corporate digital technology integration: Institutions as facilitators for sustainable digital transformation. Journal of Business Economics and Management, 23(5), 1037-1059.8. O'Reilly, C. A., & Tushman, M. L. (2013). Organizational ambidexterity: Past, present, and future. Academy of Management Perspectives, 27(4), 324-338.
Observations	