Innovation and social network

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GLOBAL FORUM

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INNOVATION AND SOCIAL NETWORK

THE TEAM

SMAshIng (Social Media and Innovation) is an International Research Project between Switzerland, Australia and Luxembourg

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Research scope and partners

Quantitative Survey
- Sample of over 150 members working on Innovation
  - Example
    - Chief Innovation Officer
    - Responsible Innovation & Strategic partnerships
- Qualitative Survey
- Maersk
- World Bank
- INSEAD
- Kurt Salmon
- Groupe Bollard
- INNOVATION ET RÉSEAUX SOCIAUX
- Case Studies
- Groupe Bollard
- Medimaps
- NDA
- Orange
- Standard Chart. Bank

Partnerships with start-up incubators & ecosystem players

INNOVATION ET RÉSEAUX SOCIAUX

Graph showing number of partnerships from 2007 to 2014:
- 2007: 73
- 2008: 176
- 2009: 274
- 2010: 673
- 2011: 991
- 2012: 1467
- 2013: 1786
- 2014: 2048
On a scale from 0-10, how likely are Social Networks to foster Innovation?

Hypothesis resulting from empirical research: survey with over 150 Innovation professionals

- Digital Paradox - Innovation not leveraged to its full potential since less cross fertilization between heterogenous actors (due to clustering amongst homogenous groups)
- Internal social networks behave differently from public social networks, clear dichotomy success versus failure, very little middle ground
- Specific functionalities such as Video perceived as key for fostering innovation (YouTube, internal social network for large multinational group based on videos)
- Millennials/Generation Y uses social media differently than all other generations combined, thus different innovation patterns
- Social Network and Innovation patterns strongly influenced by company culture