

Insegnamento: Innovazione dei Prodotti e dei Processi A.A. 2025/26

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Argomenti chiave:

- Types of innovation (examples of innovative products and services), curves of innovation, innovation strategies
- Digital transformation: digital business models (DBM) and business model maturity
- Digital Servitization (dematerialization) and digital platforms (platform businesses)
- Omnichannel strategies and value propositions
- Digital transformation and Sustainability: Sustainable Business model innovation and expanded canvas
- Core competences and Dynamic capabilities. New competences, skills and jobs
- Integrated competence evaluation model
- Digital transformation and Quality Management: The business-wide culture of quality and key quality management tools
- Service perceived quality assessment: techniques and tools.

Materiale didattico:

a cura del docente (slide, case study, articoli accademici, etc.)

Testi di supporto:

- *Strategic management of technological innovation* - Melissa A. Schilling - McGraw-Hill

Education (2022)

- *Business Strategies: Building Sustainable Models with Artificial Intelligence and Digital Platforms* - Sorin Anagnoste – Editura ASE (2024)