

<ul style="list-style-type: none"> <li>Nome da disciplina</li> </ul>		
<b>Innovation Strategy and Market Development</b> <b>Ministrada em 2019-2</b>		
Número de créditos: 4	Carga horária: 48	Obrigatória/Eletiva: Eletiva
<b>Ementa:</b>		
<p>The course will present the main theoretical points that base the subject, involving factors and variables that determine the conditions of innovation and market development. It encompasses technological, product, process and organizational innovation focusing on the adoption, diffusion and open innovation in order to evaluate impacts in the development of markets. This theoretical support will aggregate practical aspects of the subject, developed in order to enable the integrated vision in terms of business operations. Concepts of sustainability in all its aspectos will be studied in relation to the constructs strategy and innovation.</p>		
<b>Bibliografia:</b>		
<p>AFUAH, Allan. Innovation Management: Strategies, Implementation, and Profits. New York, US Oxford University. Press. 1998. AFUAH, A. Innovation Management. 2. ed. New York: Oxford University Press, 2003. ANSOFF, IGOR. Estratégia empresarial. São Paulo: Ed. Atlas, 1977. BARN JAY B. Gaining and sustaining competitive advantage. Upper Saddle River: Prentice Hall, 2002. BOWMAN. Formulating strategy. In FAUKNER, D.O., CAPBELL, A. The Oxford Handbook of Strat 2003. CHANDY, Rajesh K. TELLUS, Gerard J. Organizing for radical product innovation: The overlooked role of willingness to cannibalize. Journal of Marketing Research. Chicago. Nov. 1999. Disponível em: &lt;<a href="http://proquest.umi.com/pqdweb">http://proquest.umi.com/pqdweb</a>&gt;. CHRISTENSEN, Clayton M. OVERDORF, Michael. Enfrente o desafio de Mudança Revolucionária. In: Inovação na Prática: On Innovation Harvard Business Review. Rio de Janeiro: Campus, 2002.</p>		