

Poštovani,

pozivamo vas na Znanstveni utorak koji će se održati **29. siječnja 2019.** godine (utorak) u Ekonomskom institutu, Zagreb, I. kat, s početkom u 14:00 sati. Izlaganje će održati **dr. sc. Emir Džanić** na temu:

Organisational culture and open innovation: What is the link?

Prezentacija se temelji na istraživanju nastalom u okviru doktorske disertacije pod naslovom „Organisational culture and open innovation: The case of a large food processing company“, obranjene na IEDC-Poslovnoj školi Bled 2018. godine.

Iz sažetka rada koji će biti predstavljen:

The research focuses on the case of a large FMCG company facing the need to change organisational culture while adopting open innovation. The complex relationship between organisational culture and open innovation is explained through factors that are related to organisational culture, namely, behaviour and perception. The research further explores and explains the process that links open innovation adoption to organisational culture change over time. Such an active approach through change management involves an organisational subculture of innovators, mainstream population, and management, allowing a unique perspective for studying open innovation. Findings from this study are not specific only to the FMCG industry, but can apply to any similar organisational and functional context. Factors discovered, relations among them, and the processes described in this study allow for the conclusion that organisational culture is essential for the adoption of open innovation. Also, it will be shown how the open innovation adoption process that involves a change in organisational culture enables new and unique products of behaviour, such as new business models, innovations or spin-offs.

Emir Džanić stručnjak je u području inovacija i suosnivač i direktor tvrtke Cambridge Innovative System Solutions Ltd. Doktorirao je na području otvorenih inovacija i organizacijske kulture na IEDC-Poslovnoj školi Bled. U svom radu povezuje napredna društvena i tehnološka znanja kako bi stvorio održiva inovacijska rješenja kroz otvorene inovacije i promjene organizacijske kulture.

Zahvaljujemo na odazivu.