

## Specialty questions

### Specialization Management of innovative activity

#### Management I degree full-time and part-time studies

I What is the process of innovation creation ( features, structure)?

2. what do you see the advantages and disadvantages of the innovative activity of the enterprise?

3. what metrics do you know that determine the effectiveness of innovation implementation?

4. what is the difference between innovation and creativity?

5. list the main groups of costs of conducting innovative activities

6. what according to you are the main reasons for the low innovativeness of Polish enterprises?

7. present the conditions necessary for the creation of a highly innovative enterprise

8. what innovation strategies do you know?

9. explain what the "from A to F" model of innovation is (according to Kotler and Trias de Bes)

10. how does organizational culture affect the innovativeness of a company?

11. Explain the concept of innovation ( types and characteristics)

12. what is the essence of managing an innovation team?

13. explain the concepts-activation and navigation in innovation networks

14. characterize the principles of construction and operation of National and International

#### Innovation Systems

15. present the essence of innovation, technology and science and research policies.

16. present the principles of construction and operation of innovation systems in the regions

17. discuss the essence and structure of the Regional Innovation Strategy

18. eco-innovation and clean technologies-explain the concepts

19. what is the essence and importance of pro-ecological strategies in management ?

20. explain the concept and list the types of innovation markets

21. what is the marketing of innovations ?

22. explain the relationship - diffusion of innovation vs. technology transfer

23. what are innovation projects and what types do you know?

24. what are the criteria and procedures for evaluating innovation projects (evaluation criteria, evaluation sheets, evaluation procedures)?

25. what are the stages of call for proposals for innovative projects?

26. discuss the budget of an innovative project (eligibility assessment, input/output relationship, cost effectiveness, cross-financing)
27. discuss with examples the dilemmas of shaping and measuring human capital in the company
28. explain the role of intellectual capital as a source of competitive advantage for the modern company.
29. how to compare indicators between firms if there are no standards in the creation of human capital reports?
30. what sources of value creation do you know about the company?

DEPARTMENT

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