

The importance of the information sources and business climate for innovation.

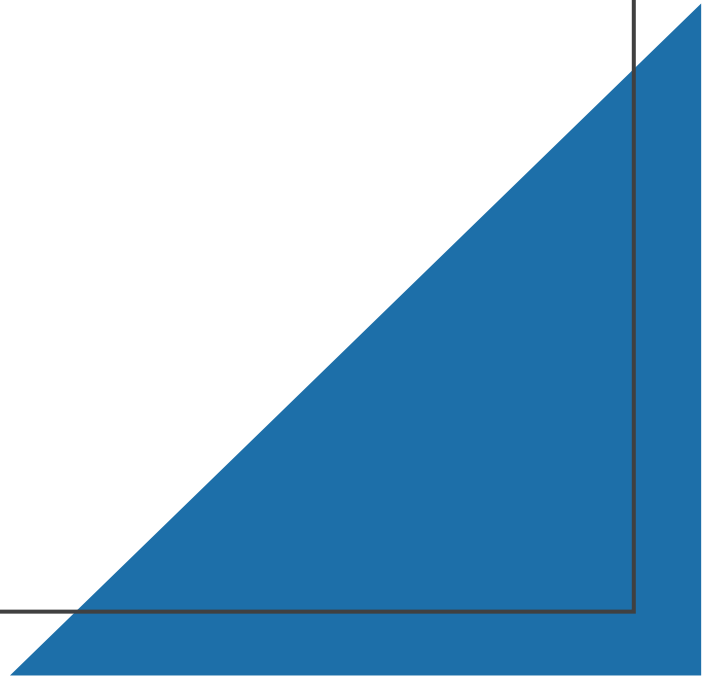
Mgr. Dagmar Halová



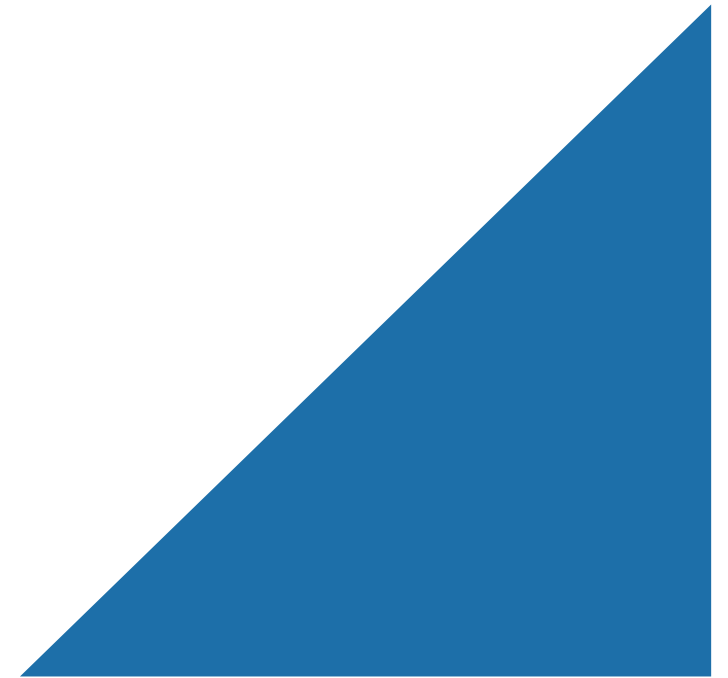


Today's topic

- The information sources
- Innovation Climate

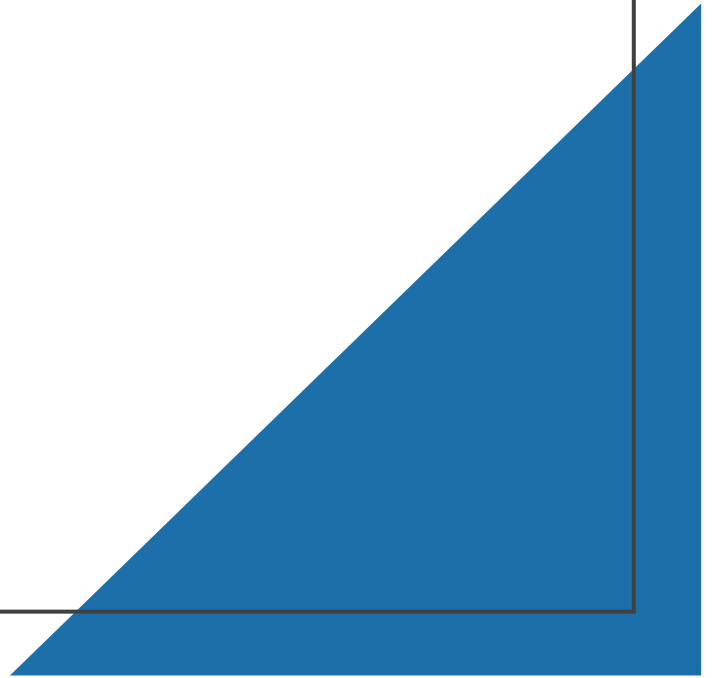


The information sources



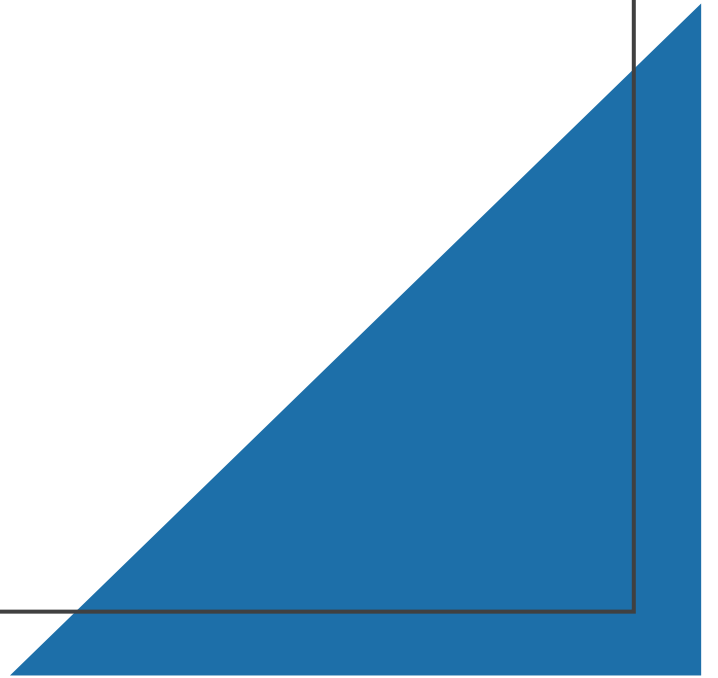
Monitoring of the market

- „Research from the table“
 - Articles in web magazines
 - Statistics (national, Eurostat, private)
 - Usual channels of sales (eg. e-shops)
 - Web pages of competitors and suppliers
 - Press releases



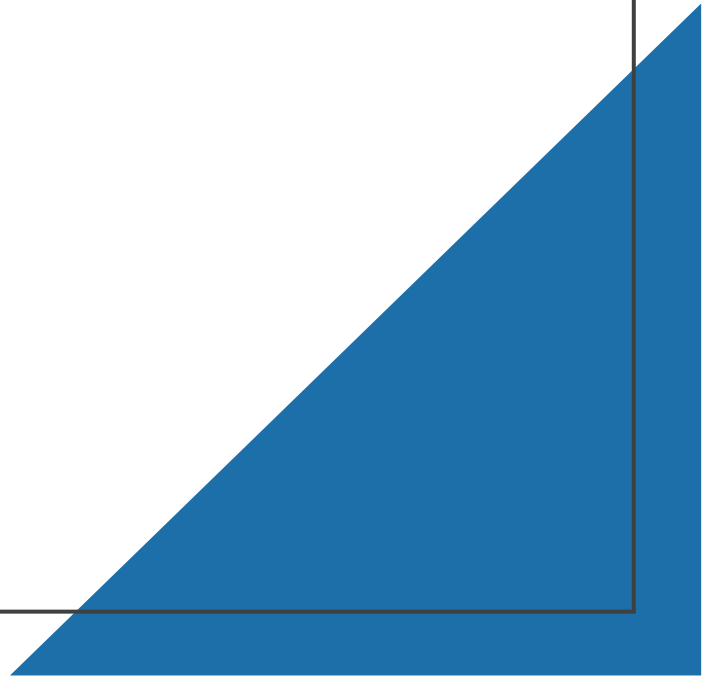
Newsletters

- Public organisations
- Private companies



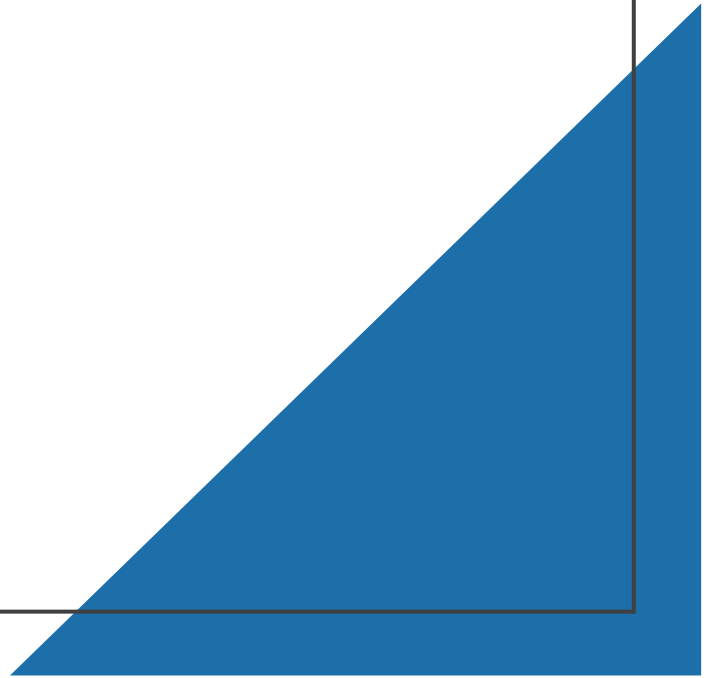
Networking

- Trade fairs
- Networking events
- Relationships with customers
- Professional chambers and associations
- Innovation ecosystems



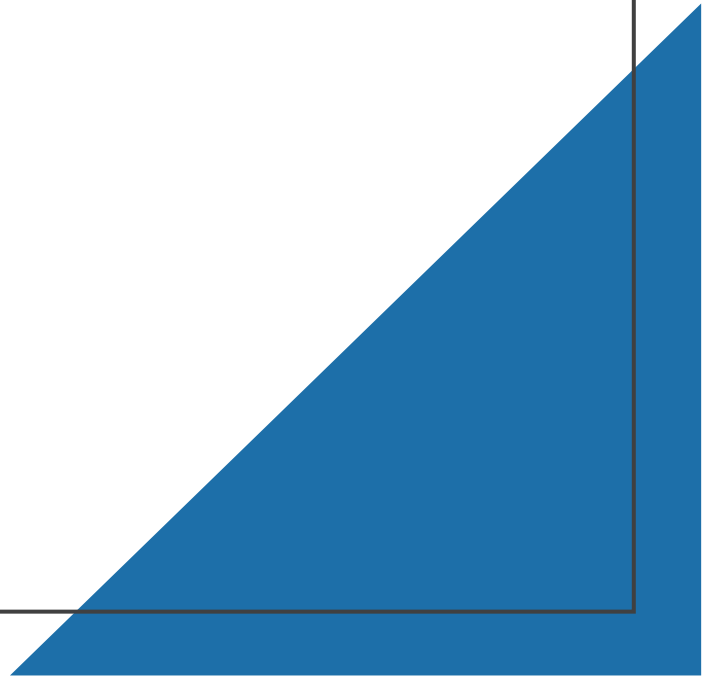
Social media

- LinkedIn
 - Profiles of top specialists in the field
 - Podcasts



How to identify appropriate sources of information

- Reliability of the source of information
 - Is it commercial, and it wants to sell me something?
 - Is it up to date?
 - Is it based on scientific research, or is it just suppositions?
 - Is that person a professional in the field?
- Verifying of the information
 - Is it possible to gain information from more sources?
 - Critical thinking
 - Verifying questions

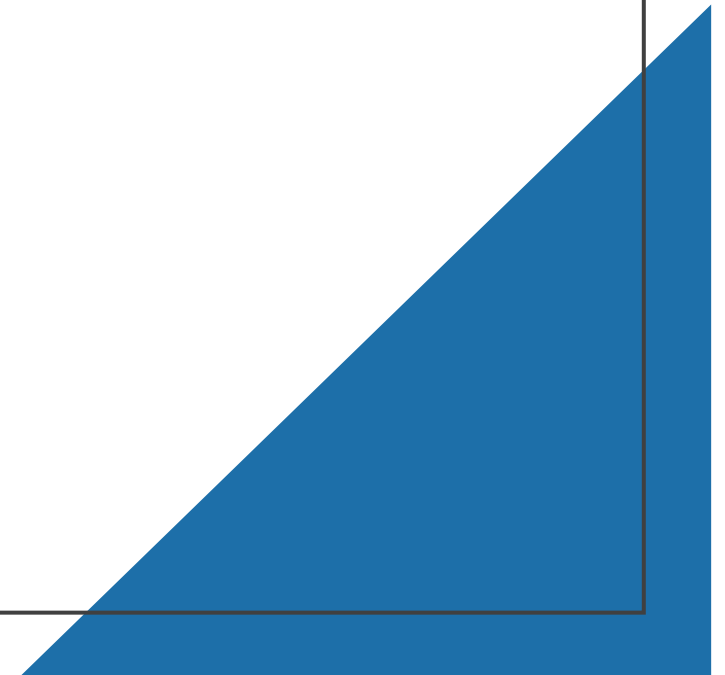


Business climate for innovation



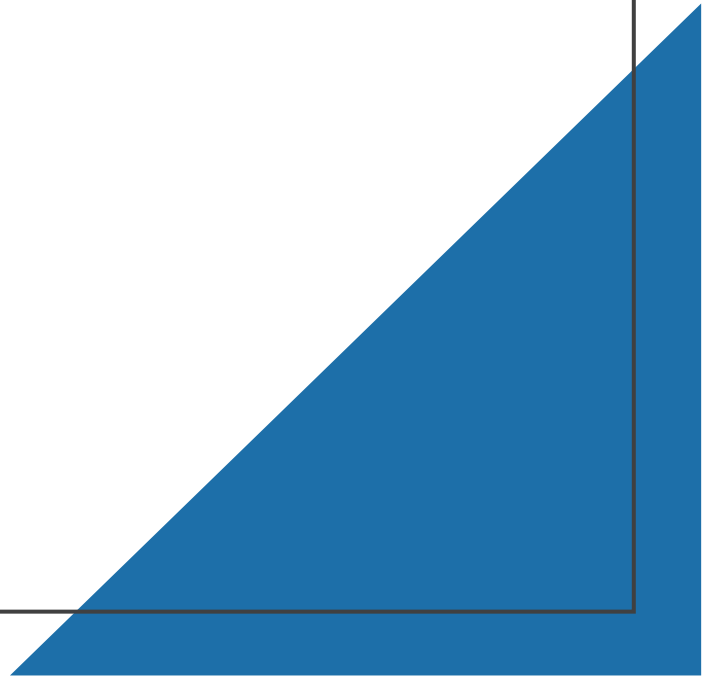
External

- Technological development
- Competitive environment
- Market needs and trends
- Legal environment
- Social, cultural and environmental trends
- Partnerships
- Universities
- Public organisations
- Private accelerators
- Support for education
- Funding
- Globalisation



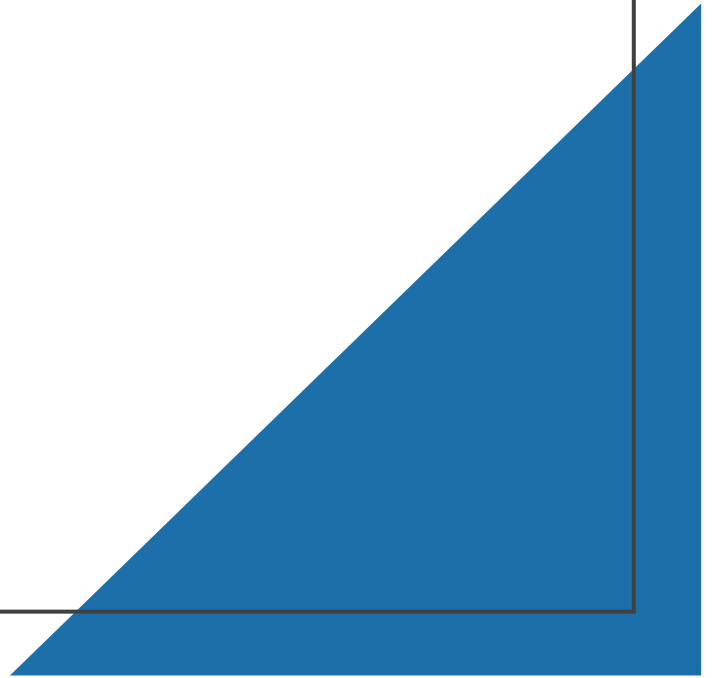
Internal

- Openess for innovations
- Motivation of employees
- Managerial support
- Diversity in the team
- Availability of sources
 - Technological
 - Human
 - Funding



Summary

- What have you learned today?



Thank you for your attention

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