

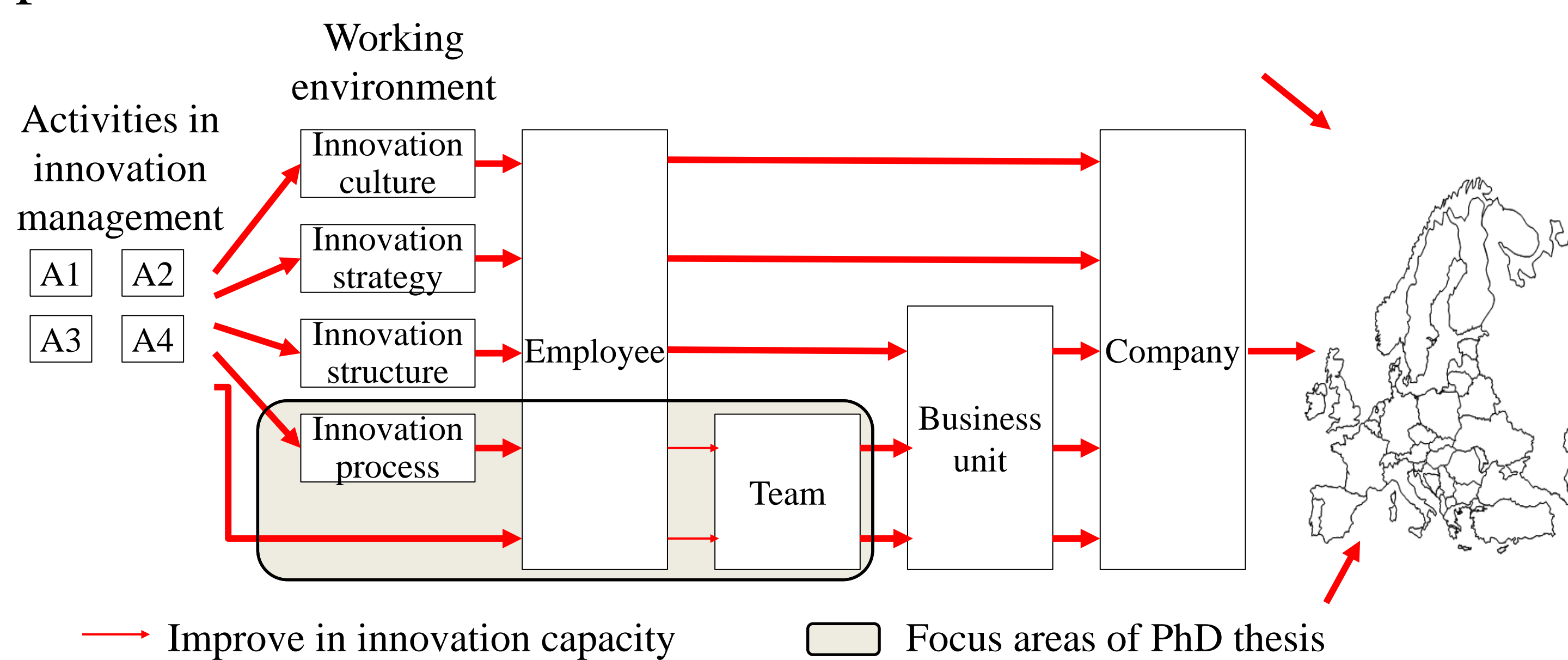
# Will activities to increase innovation capacity pay off?



Author: Philipp ter Haar  
 Director: Birgit Peters  
 Tutor: Juan M. Garcia

## Objective: Measuring the effect of specific innovation activities on teams

On the one hand innovation is an essential ingredient of competitive advantage and companies invest significantly in their innovation capacity. The conducted activities focus on improving innovation on culture, strategy, organisation and process level.

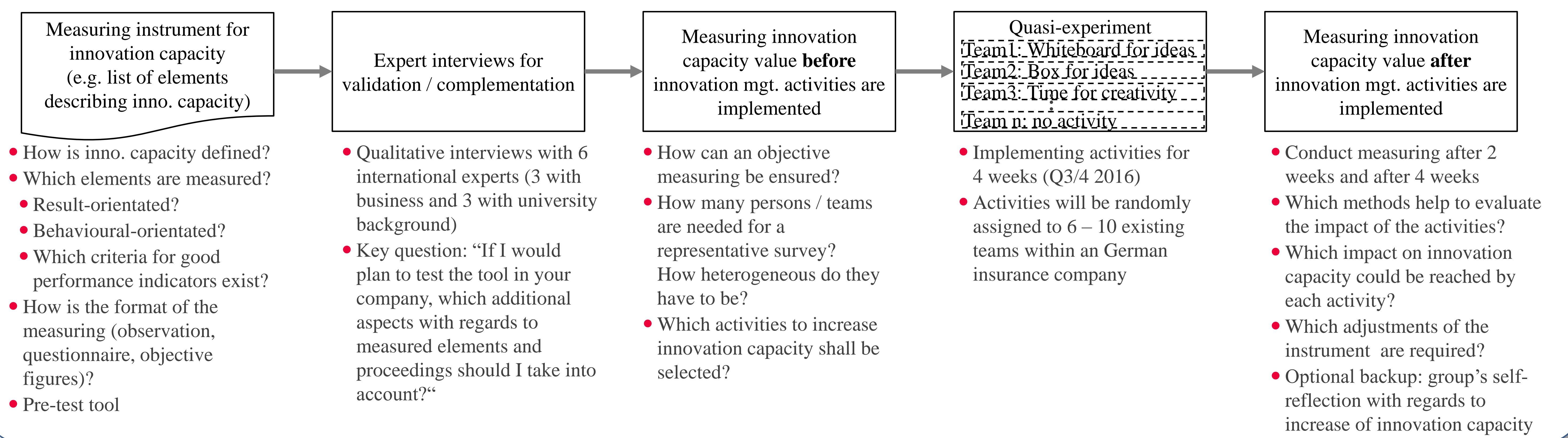


On the other hand companies have to cut costs to be able to compete in global competition. They want to know whether the investments in innovation activities have positive effects. While existing indicators focus on countries or companies this thesis aims to develop a measuring approach for teams.

Focus	Existing indicators (examples)
Country	Global Innovation Indicator, Bloomberg Index
Company	Innovation Audit, Input-Process-Output-Outcome Modell
Team	<b>Open =&gt; Focus of Thesis</b>
Employee	Open, focus of FINCODA project

Full set of indicators to measure innovation capacity

## Research Plan: Use of interviews and quasi-experimental design



## Profit: Supporting decisions by data

The measuring tool will help to

- analyse the effect of activities on innovation capacity on teams
- Support to base decisions on innovation activities on quantitative data

