Roadmapping and Strategy in Science, Technology and Innovation: Why connectivity matters - DTU Orbit (28/12/2018)

Roadmapping and Strategy in Science, Technology and Innovation: Why connectivity matters
The thesis focuses on the coordination of technology-intensive innovation activities at both sector and firm levels, supported by the use of the strategic roadmapping method. Investigations combine qualitative and quantitative research methods; using a narrative approach in the form of interviews to uncover innovation and technology barriers, and a social network analysis of stakeholders’ role in relation to two technology platforms: TPWind and ZEP (Zero Emission Platform), during a five-year period when the roadmaps 2020 were developed. In this respect, the thesis emphasizes the view of innovation as an interactive process to develop competences among technology users, producers, research institutions, and politicians. As a result, knowledge on how the platforms evolved, and their dynamics, provide new reflections on the innovation systems approach: that connectivity seems to change along the changes in problem. This is how the players create new knowledge. Thus, the identification of political and technical barriers is important selection mechanisms in how connectivity grows and changes. The thesis, furthermore, includes practical experience and account of roadmap development at the firm level providing reflections on dynamic capabilities. Understanding roadmapping has been a journey in this research showing that there is no 'one size fits all'. Rather the strength of roadmapping lies in the participatory process and in the action-oriented, systematic framework that aligns layers of information while moving from a current position to a desired future.

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Bibliographical note
Per Dannemand Andersen, Main supervisor
Maj Munch Andersen, Supervisor
Birgitte Rasmussen, Supervisor
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