



**OBTC 2017 at Providence College  
June 14<sup>th</sup> – 17<sup>th</sup>, 2017**

**Submission Template**

**SUBMISSION GUIDANCE**

- \* Remove all identifying properties from this document \**
- \* All files must be saved in PDF format \**
- \*Please include ALL supplementary text at the end of this document\**
- \*Only one document should be submitted\**

## Submission Template for the 2016 OBTC Teaching Conference for Management Educators

### 1) Title, Abstract & Keywords

*In your abstract, please include a brief session description (not to exceed 100 words), and three to four keywords. If your proposal is accepted, this description will be printed in the conference program.*

**Title:** Flying High in Innovation Space: Exploring innovation opportunities using the 4Ps of innovation framework

**Abstract:** Innovation is a key part of successful high-growth businesses and is often taught on small business, enterprise and entrepreneurship courses. Often viewed as developments to products or services, innovation goes beyond this, and innovation opportunity spans both incremental and radical adjustments to products, processes, positioning and underlying paradigms. The practical teaching activity presented in this session will position the participants in the (paper) aviation industry, to develop innovation across the different directions of innovation space. This session is designed to develop participants' understanding of innovation and innovation opportunities in an applied yet fun manner.

**Keywords:** Innovation; Innovation Space; 4Ps of Innovation

### 2) Teaching Implications:

*What is the contribution of your session to management pedagogy/andragogy? Specifically, please include your learning objectives, and describe what management and/or teaching topics are relevant to your session, and why. Also, include theoretical, disciplinary, or theoretical foundations that will help reviewers understand how your ideas fit within the broader field of management.*

#### Contribution of the Session to Pedagogy/Andragogy

This session will seek to provide attendees with a practical activity that can be used with a range of learners in higher education to help them to understand 'innovation space' and the range of innovation opportunity that exists in an industry or marketplace, thus appreciating the role of innovation in a company, beyond seeking just new products/services with additional features.

#### Learning Objectives

1. Understand the different types of innovation
2. Apply innovation theory in practice
3. Be aware of the innovation opportunities that exist in the marketplace

## Underpinning Management and Teaching Topics

*Importance of innovation for development:* It has been argued that organizations with higher levels of innovation see better levels of organizational performance (e.g. Noruzi et al, 2013), are more competitive (Song and Di Benedetto, 2008), particularly with a successful innovative process (Husain et al., 2016). The role of innovation and innovation space will be discussed, with a focus on the 4Ps of innovation: Innovation in Paradigm; Product; Process; and Position (Frances and Bessant, 2005). Building on the work of Frances and Bessant (2005), the activity will impart knowledge on these four distinct types of innovation focusing on how they can be applied within the activity to impart understanding of each distinct innovation type. It is hoped that this activity will also simulate conversation on how the 4 Ps can be applied in other business and start-up environments.

*Active Learning:* The core elements of active learning are student activity and student engagement in the learning process (Prince, 2004). In this process, active learning should involve the use of the higher order thinking skills of analysis, synthesis and evaluation. This session will present an active learning environment, based on Kolb's (1984) experiential learning cycle, which has been used by the instructor in classroom settings in both the UK and China to teach about innovation space.

### 3) Session Description and Plan:

*What will you actually do in this session? If appropriate, please include a timeline estimating the activities will you facilitate: how long will they take, and how will participants be involved? Please remember that reviewers will be evaluating how well the time request matches the activities you'd like to do, and the extent you can reasonably accomplish the session's goals. Reviewers will also be looking for how you are engaging the participants in the session.*

#### 30 Minute Activity Session

##### *Introduction & Discussion of the 4Ps of Innovation (5 Minutes)*

The session will start with an introduction to the 4Ps of innovation, to make sure all the participants have an understanding of what they are. This will be followed by a discussion of theoretical and business examples of each type of innovation and when they have been used in the market. This knowledge will be the basis for the following practical activity.

##### *Applying the 4Ps of Innovation Activity (20 Minutes)*

The participants will undertake several activities crafting and developing paper into paper airplanes and related items in order to demonstrate the 4 types of innovation,

which represent innovation space in the market. This is designed to give students the ability to innovate on a small scale through an active and experiential process to support their learning of the 4Ps of innovation.

#### *Debrief & Reflection (5 Minutes)*

A short debrief will be provided by the instructor, along with the opportunity for participants to reflect. The guided reflection will focus on the business examples discussed at the start of the session and their experiences in the activity, to try and develop their understanding of innovation space and opportunities through the 4Ps of innovation.

#### 4) Application to Conference theme:

How does your session fit with the overall OBTC theme of *Navigating the Changing Currents*?

Innovation is a key part of navigating change in any business environment, from a start-up enterprise to an established corporation. The session will seek to develop participant's knowledge of innovation and innovation opportunities. As innovation opportunities are essential for business, understanding them is crucial for graduates hoping to enter the business field, such that they can add value and help a firm to navigate the changing currents by applying the 4Ps of innovation.

To this end, the session seeks to impart a strategy on how to impart this knowledge in a further or higher education setting using an active and interesting teaching format.

#### 5) Unique Contribution to OBTC:

*Have you presented the work in this proposal before? If so, how will it be different? Is this proposal under current review somewhere else? If so, please explain. How will your proposal be different for the OBTC conference?*

The proposed teaching activity has not previously been presented or submitted to another conference. It has been slowly developed from the facilitators teaching in the UK and China.

### Underpinning References

Francis, D., & Bessant, J. (2005). Targeting innovation and implications for capability development. *Technovation*, 25(3), 171–183.

Husain, Z., Dayan, M., & Di Benedetto, C. A. (2016). The impact of networking on competitiveness via organizational learning, employee innovativeness, and innovation

process: A mediation model. *Journal of Engineering and Technology Management*, 40, 15–28.

Kolb, D. (1984). *Experiential Learning*. Englewood Cliffs, NJ: Prentice Hall.

Noruzi, A., Dalfard, V. M., Azhdari, B., Nazari-Shirkouhi, S., & Rezazadeh, A. (2013). Relations between transformational leadership, organizational learning, knowledge management, organizational innovation, and organizational performance: an empirical investigation of manufacturing firms. *The International Journal of Advanced Manufacturing Technology*, 64(5–8), 1073–1085.

Prince, M. (2004). Does Active Learning Work? A Review of the Research. *Journal of Engineering Education*, 93(3), 223–231.

Song, M., & Di Benedetto, C. A. (2008). Supplier's involvement and success of radical new product development in new ventures. *Journal of Operations Management*, 26(1), 1–22.