



## Practitioner Workshop: Innovation Strategy Development and Implementation

### MOTIVATION

Innovation strategy and implementation is crucial to the continuing success of any organisation. Strategy development refers to the systematic approach of identifying and defining an organization's goals, objectives, and priorities. It involves analysing internal and external factors, assessing opportunities and risks, and formulating strategies to achieve desired outcomes. This process often involves considering various perspectives, gathering relevant data, and conducting thorough research to inform decision-making.

Once strategies are developed, they need to be effectively implemented to bring about the desired results. Implementation involves translating the strategic plans into actionable steps, allocating resources, assigning responsibilities, and setting timelines. It requires effective coordination and communication among individuals and teams involved in executing the strategies at local, national, and international levels.

This workshop aims to support practitioners, decision makers, policymakers, and academics by

- (i) expanding knowledge emerging practices and processes involved in the development of innovation strategies and its implementation in real-world organisational settings.
- (ii) developing research and practice papers with strong contributions to innovation practice
- (iii) providing feedback to authors who intend to submit their research to the Special Issue on Innovation Strategy Development and Implementation in the *Journal of Decision Systems*.

### WHEN & WHERE?

The workshop will be held on **Friday, 15th September 2023**, at The Great Hall, Swansea University, Bay Campus, as part of the IEEE International Symposium on Technology and Society (ISTAS23) (link: <https://attend.ieee.org/istas-2023/>).

- Participants must register (<https://attend.ieee.org/istas-2023/registration/>) for the ISTAS 2023 conference to attend this workshop.

### WORKSHOP FACILITATORS

- Dr. Roderick Thomas, Swansea University
- Dr. Daniel Rees, Swansea University
- Prof. Gareth Davies, Swansea University
- Prof. Ciara Heavin, University College Cork

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### **ABSTRACT SUBMISSIONS (Optional)**

- To be submitted to “Track 10: Innovation Strategy Development and Implementation” of the ISTAS 2023 symposium (<https://easychair.org/conferences/?conf=istas23>).
- Submission deadline: 10th August 2023

### **SELECTION PROCESS**

- Participants interested in or currently working on this research topic are invited to submit an extended abstract of 2500 words maximum.
- The abstract should be structured as follows (motivation; context; theoretical foundations; research design; results (if any); implications).
- Abstracts will be reviewed by the workshop chairs on a rolling basis and evaluated based on their relevance, quality and potential for publication.

### **CONTACT**

- If you have any queries, please contact Dr Roderick Thomas, Swansea University.
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