



**EDEN course on Economics and Management of
Innovation
Milan – Italy
May 3-7, 2010**

*Location: Department of Management, Economics and
Industrial Engineering (DIG)
Politecnico di Milano*

PROGRAMME

Day 1 – Monday, 3rd May 2010

- 9.00 – 9.30 Introduction
- 9.30 – 11.00 Reinhilde Veugelers, University of Leuven
Market structure, appropriability regimes and incentives to innovation
- 11.00 – 11.30 Break
- 11.30 – 13.00 Reinhilde Veugelers, University of Leuven
Market structure, appropriability regimes and incentives to innovation
- 13.00 – 14.00 Lunch
- 14.00 – 15.30 Reinhilde Veugelers, University of Leuven
Market structure, appropriability regimes and incentives to innovation
- 15.30 – 16.00 Break
- 16.00 – 17.30 Reinhilde Veugelers, University of Leuven
Market structure, appropriability regimes and incentives to innovation

Day 2 – Tuesday, 4th May 2010

- 9.00 – 10.30 Dirk Czarnitzky, University of Leuven
Determinants of Innovation and Effects on Firm Performances
- 10.30 – 11.00 Break
- 11.00 – 12.30 Dirk Czarnitzky, University of Leuven
Determinants of Innovation and Effects on Firm Performances
- 12.30 – 14.00 Lunch
- 14.00 – 15.30 Dirk Czarnitzky, University of Leuven
Determinants of Innovation and Effects on Firm Performances
- 15.30 – 16.00 Break
- 16.00 – 17.30 Dirk Czarnitzky, University of Leuven
Determinants of Innovation and Effects on Firm Performances

Day 3 – Wednesday, 5th May 2010

- 9.00 – 10.30 Massimo G. Colombo, Politecnico di Milano
Alliances, Acquisitions and Open Innovation
- 10.30 – 11.00 Break
- 11.00 – 12.30 Massimo G. Colombo, Politecnico di Milano
Alliances, Acquisitions and Open Innovation
- 12.30 – 14.00 Lunch
- 14.00 – 15.30 Maurizio Sobrero, Università di Bologna
Networks and Innovation
- 15.30 – 16.00 Break
- 16.00 – 17.30 Maurizio Sobrero, Università di Bologna
Networks and Innovation

Day 4 – Thursday, 6th May 2010

- 9.00 – 10.30 Roberto Verganti, Politecnico di Milano
Design Driven Innovation
- 10.30 – 11.00 Break
- 11.00 – 12.30 Roberto Verganti, Politecnico di Milano
Design Driven Innovation
- 12.30 – 14.00 Lunch
- 14.00 – 15.30 Anthony Di Benedetto, Temple University
Marketing and Diffusion of Innovation
- 15.30 – 16.00 Break
- 16.00 – 17.30 Anthony Di Benedetto, Temple University
Marketing and Diffusion of Innovation

Day 5 – Friday, 7th May 2010

- 9.00 – 10.30 Christopher Lettl, Vienna University
User centered innovation
- 10.30 – 11.00 Break
- 11.00 – 12.30 Christopher Lettl, Vienna University
User centered innovation
- 12.30 – 14.00 Lunch
- 14.00 – 16.00 Christopher Lettl, Vienna University
User centered innovation