

## Keynote Lecture | Innovation – The added value for companies

### How to speed up your innovation in times of permanent change

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Accelerated technological change and the simultaneous increased need for action as a result of climate change, the finite nature of natural resources and continuing population growth pose growing challenges to societies and the respective economic entities worldwide. In the course of the second informational and fourth industrial revolution, living and working conditions are changing in almost all areas of national economies. Essential sectors such as mobility, the energy industry, resources, health, trade and communication are undergoing fundamental changes in almost all phases of value creation.

The second digital revolution is increasing global networking and accelerating the availability of new knowledge. In connection with the internet of things and values, previous analogue structures are largely dissolving and shifting to the cloud and virtual worlds. The exponential development of new knowledge is literally contrasted by quantum leaps in its evaluation, processing and use by artificial intelligence. For their part, effectively combating the causes of global warming and species extinction requires significant innovations in ways of life and production. Innovations offer the key to the quickest and most effective adjustments that will help to secure and increase prosperity in the future.

In order to keep pace with the parallel changes and the increased speed of adaptation, innovation management in companies as well as in universities and research institutions must reinvent itself. Digitalisation as a major driver of change is not only the cause but also an essential part of the solution. In his presentation, the speaker will show how innovation and transfer management can be accelerated with the help of new concepts and methods and how the readiness to apply them in the various institutions can be ensured in the sense of a management of permanent change.