



ICT Management NIT3

Open Innovation & Green Innovation Management from experience

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ICE Solution

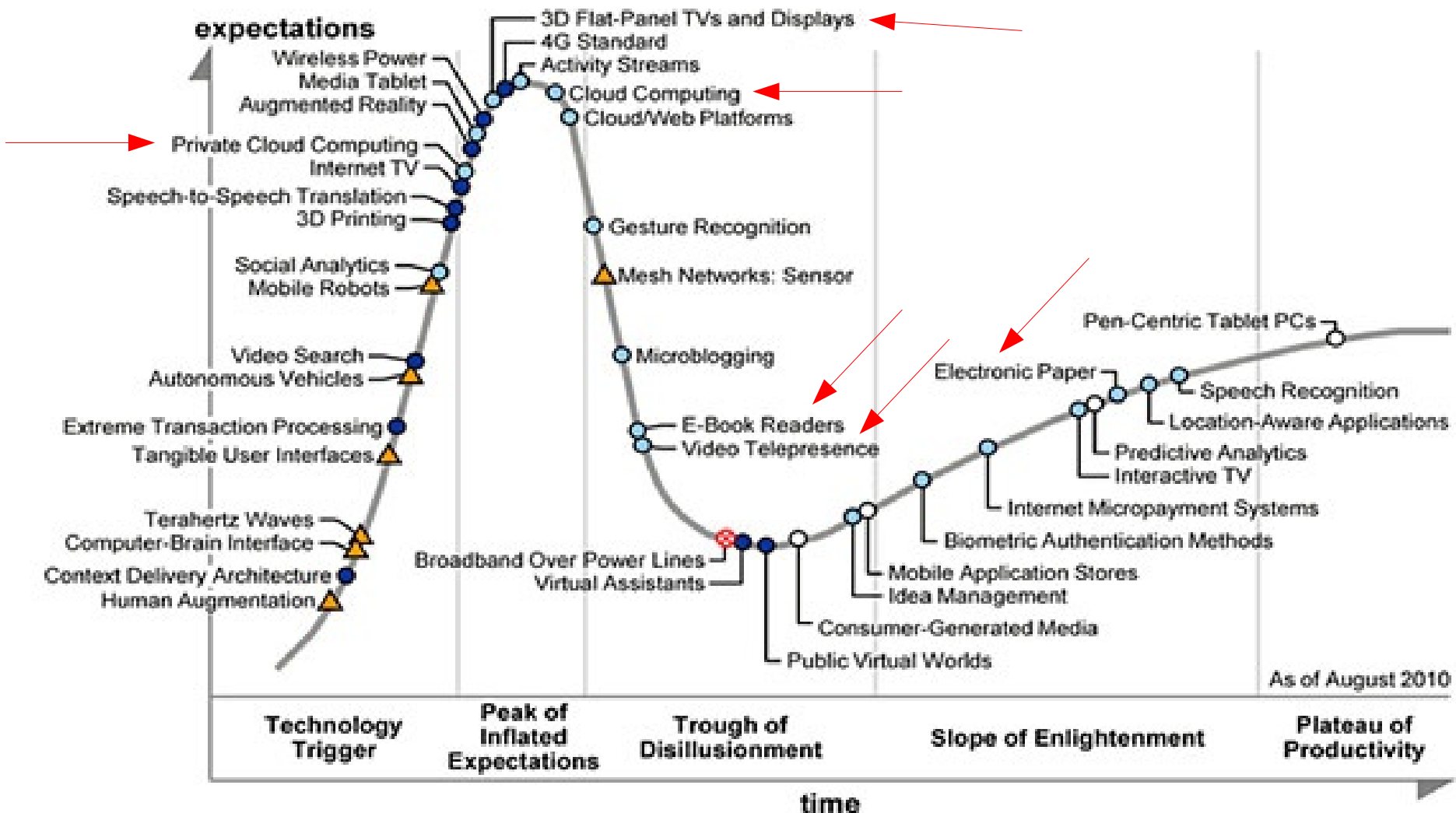
Facebook : Danupol Siamwalla

ประสบการณ์การบริหารจัดการด้วยนวัตกรรมแบบเปิด และ
นวัตกรรมสีเขียว

(Open Innovation & Green Innovation Management
from Experience)

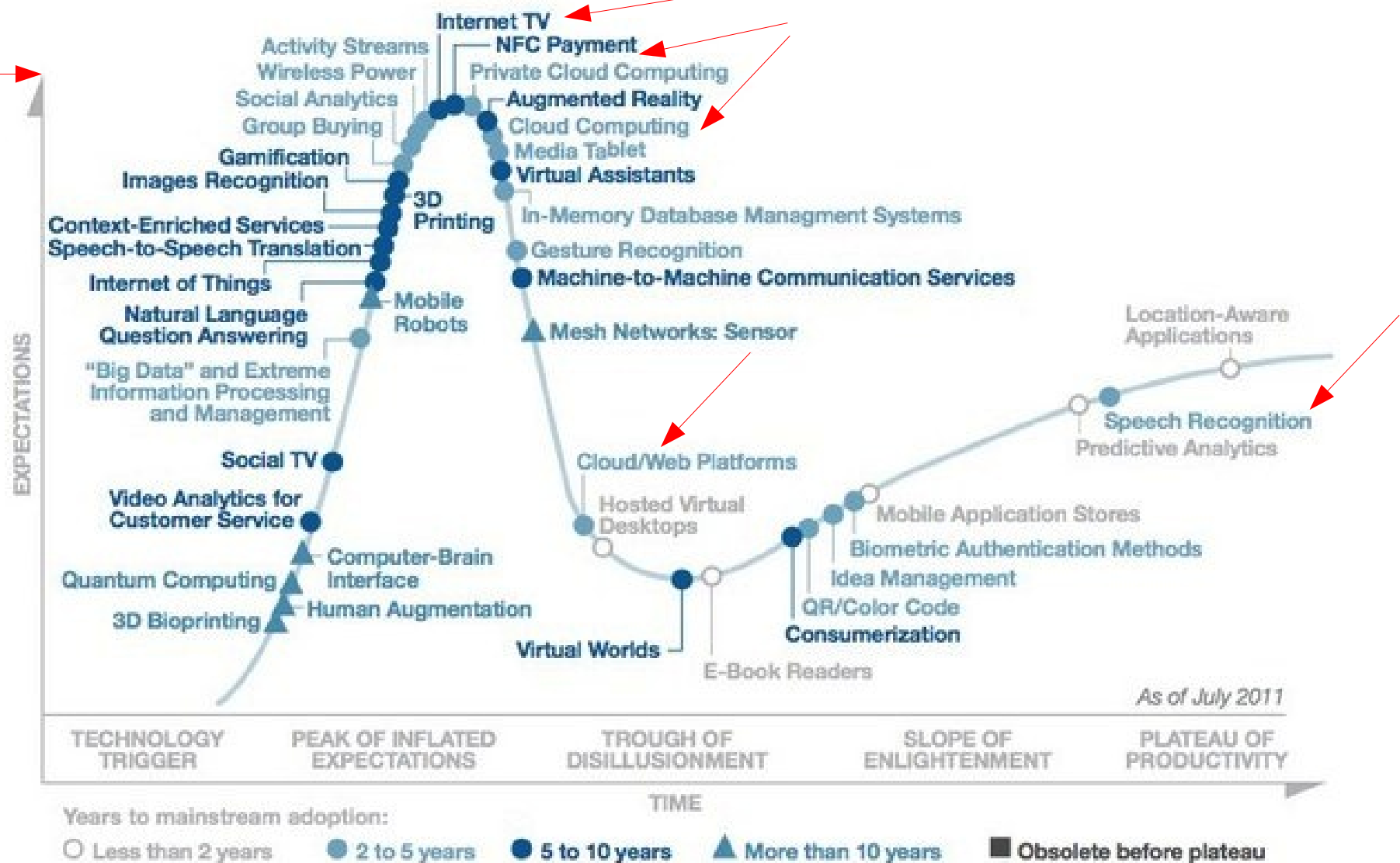
22 มิ.ย.55 เวลา 15.15 - 16.30 น. ณ ห้อง Alpha ชั้น 2 โรงแรมพลูแมน คิง เพาเวอร์ ถนน
ราชดำเนิน กรุงเทพฯ

Gartner Hype



Gartner Hype

Hype Cycle for Emerging Technologies, 2011





GOING green

With Innovation

OPEN INNOVATION



What is Open Innovation?

“Open innovation is a paradigm that assumes that firms can and should use external ideas as well as internal ideas, and internal and external paths to market, as the firms look to advance their technology”

“Innovating with partners by sharing risk and sharing reward”



How to make it happen?



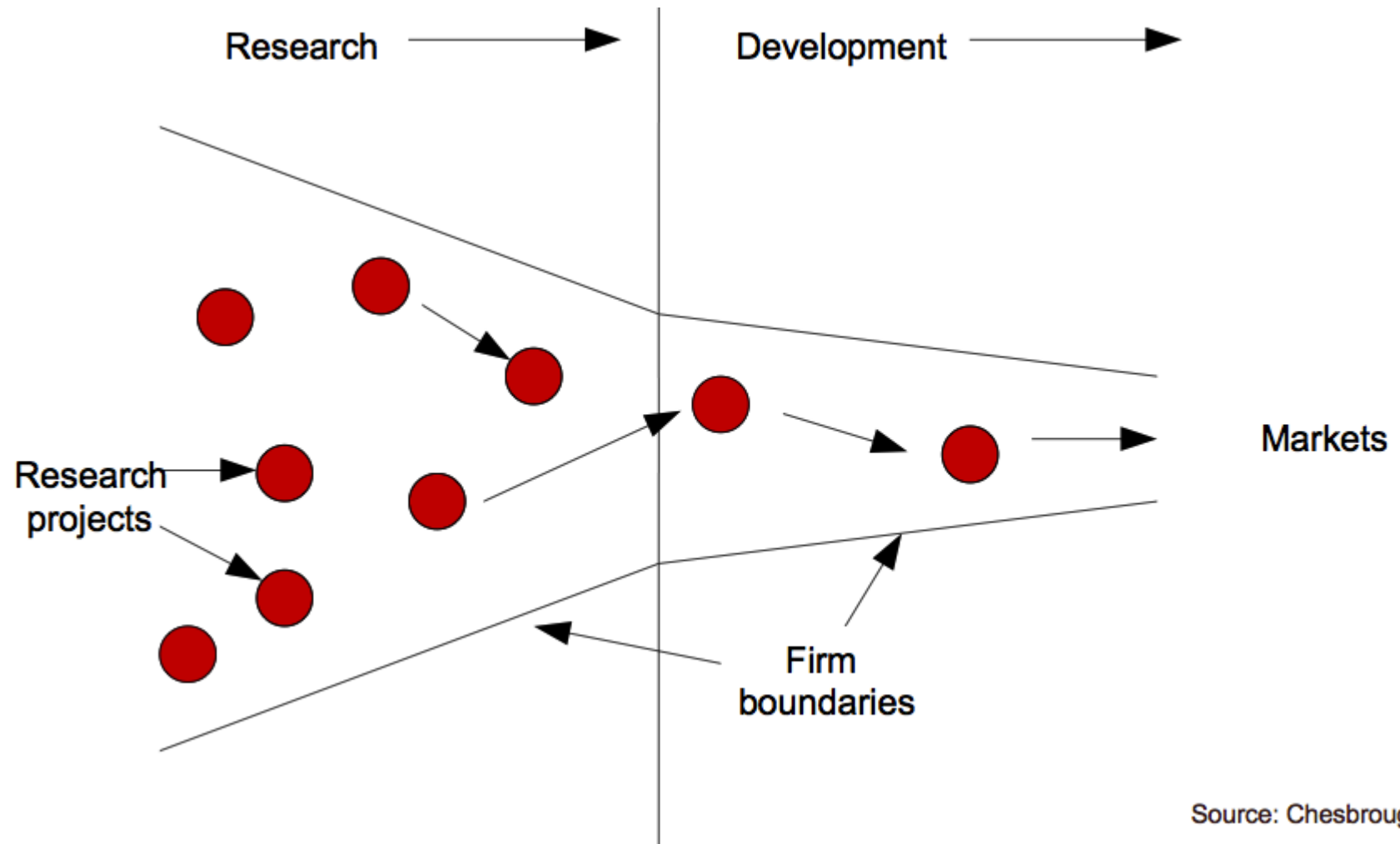
The concept of open innovation implies that an organization has the willingness and desire to source and utilize external knowledge, ideas, intellectual assets and technologies, in addition to its internal capabilities, to identify solutions to problems, capitalize on opportunities, develop new technologies, create new products and services, improve processes, or design new organizational systems and business models. However, in practice it is still difficult for organisations to understand how to embark on an open innovation journey and begin implementing the concepts of open innovation. It takes significant cultural change for an organization to embrace open innovation thinking.

Goal of Innovation!

เพิ่มประสิทธิภาพ
สร้างตลาดใหม่
ขยาย Line สินค้าใหม่
เสริมประสิทธิภาพและประสิทธิผลของต้นทุน
ปรับปรุงประสิทธิภาพการผลิต
ลดการใช้งานของวัตถุดิบ
ลดผลกระทบต่อสภาพแวดล้อม
ควบคุมสินค้าคงคลังให้มีประสิทธิภาพที่สุด
ประสิทธิภาพการใช้เชื้อเพลิงและพลังงาน
ดำเนินการตามระเบียบข้อบังคับ

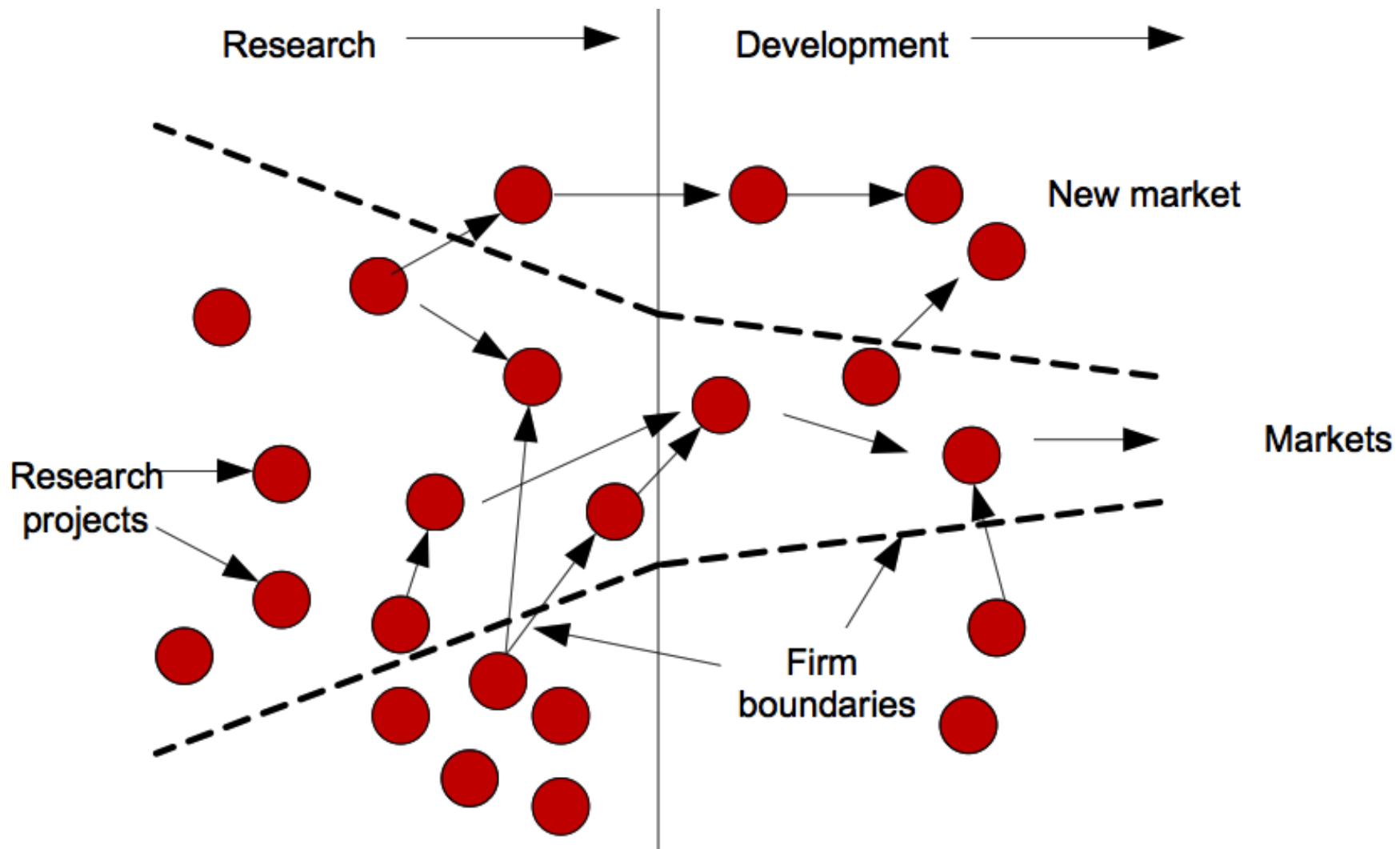


Close Innovation Strategy Model



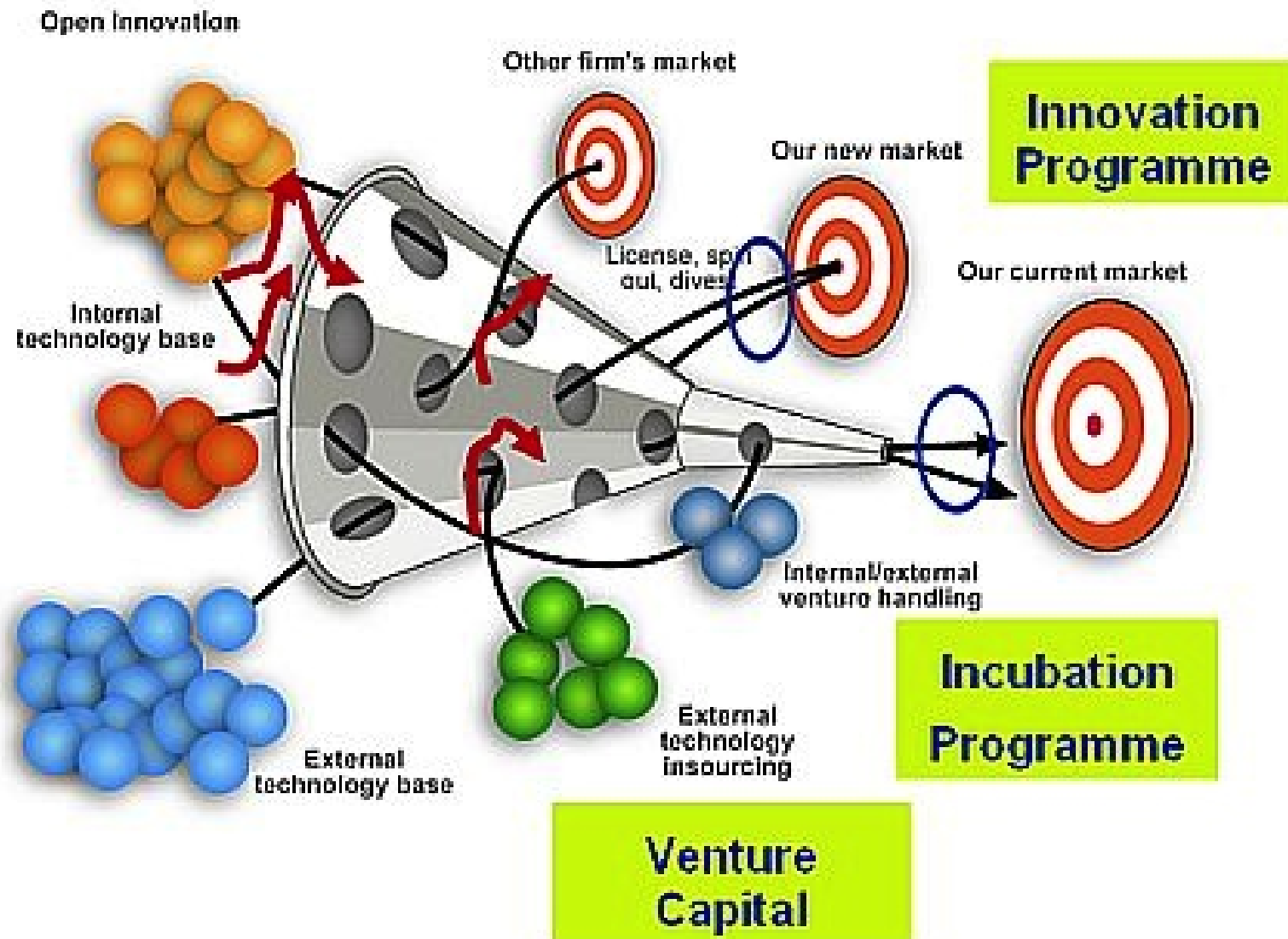
Source: Chesbrough (2003)

Open Innovation Strategy Model



Open Innovation is the use of purposive inflows and outflows of knowledge to accelerate internal innovation, and expand the markets for external use of innovation, respectively.”

Open Innovation Strategy Model



Open vs Close Innovation Strategy Model

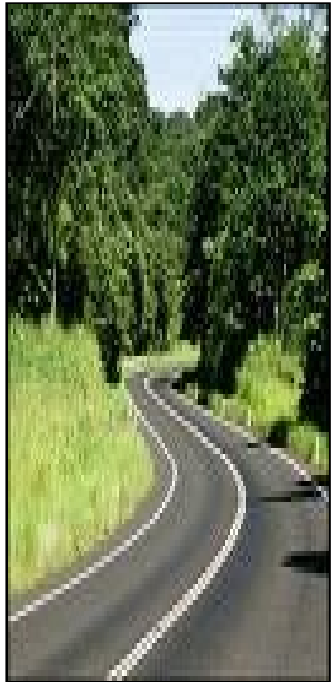
Closed innovation principles	Open innovation principles
▪ The smart people in the field work for us ▪ To profit from R&D we must discover, develop and ship it ourselves ▪ If we discover it ourselves, we go to market first ▪ If we are the first to commercialize an innovation, we will win ▪ If we create the most and best ideas in the industry, we will win ▪ We should control our IP so that our competitors don't profit from our ideas	▪ Not all the smart people work for us ▪ External R&D can create value; internal R&D is needed to claim a portion of that value ▪ We don't have to originate the research in order to profit from it ▪ Building a better business model is better than getting to market first ▪ If we make the best use of both internal and external ideas, we will win ▪ We should profit from others' use of our IP and vice versa

Source: Chesbrough (2003)

GREEN INNOVATION



Innovation Milestones



1. Pre-Compliance

2. Compliance

Regulatory enforcement

3. Beyond Compliance

Eco-efficiencies

PR crisis

Regulatory threat

4. Integrated Strategy

Enhanced business value

5. Purpose/Passion

Values-driven founder / CEO



GOING green

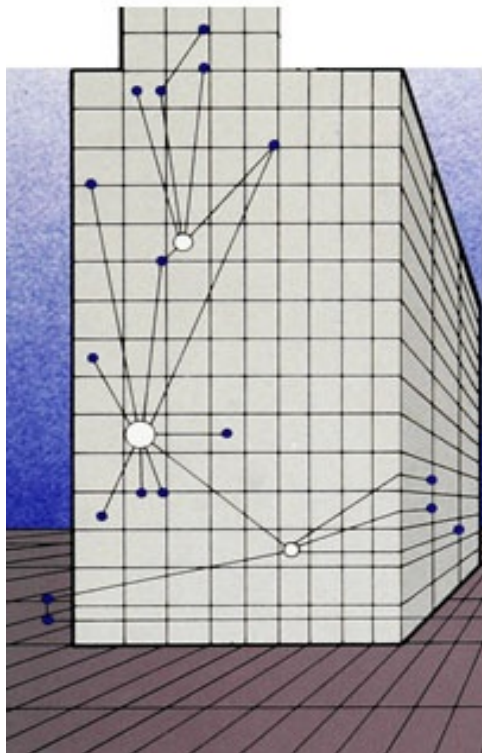
Case Study

Case Study – DHAS



Corporate Strategy
Compliance
Team Collaboration
Right Partner Selection
Right teamwork
Training & Responsibility

Telecommuting 2010



The Future Technology of Working Green



How did we do it?



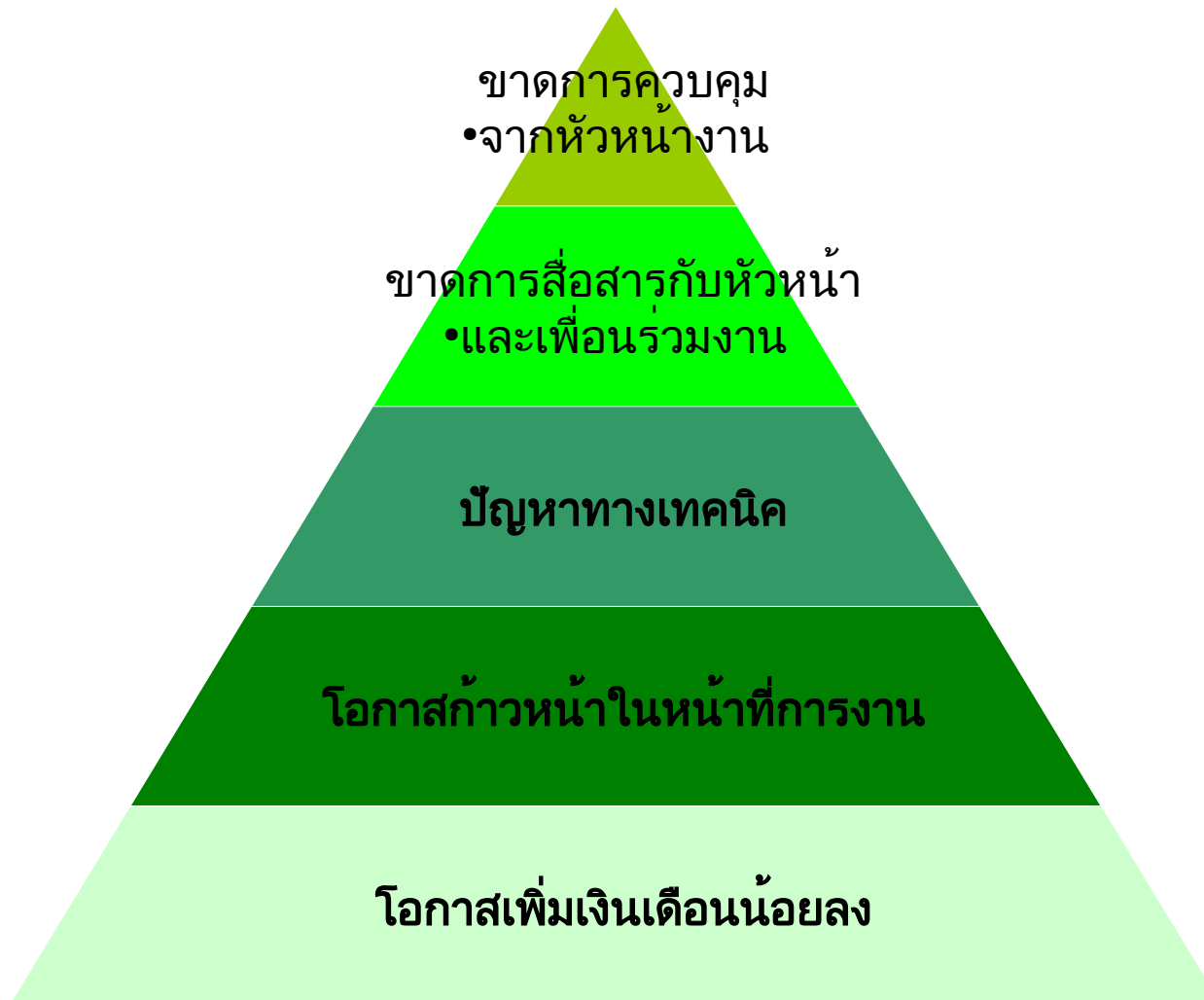
Corporate Strategy
Open Source Technology
Team Collaboration
Right Partner Selection
Right teamwork
Training & Responsibility



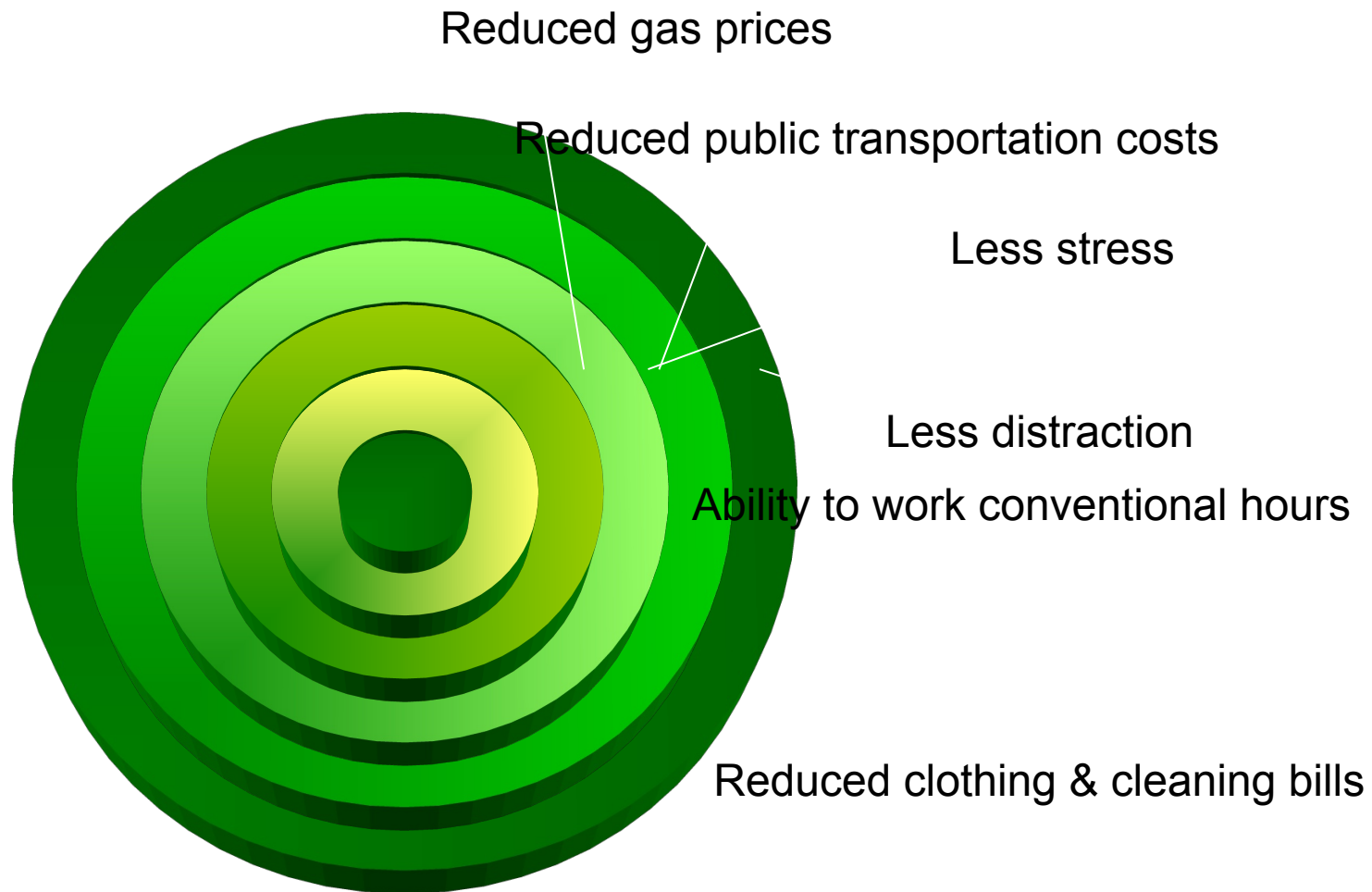
Telecommuting

คือการให้พนักงานใช้เวลาการทำงานที่องค์กรบางส่วน และส่วนที่เหลือสามารถทำงานจากที่บ้านหรือที่ใดก็ได้โดยไม่มี การบังคับเข้าตอกบัตรในองค์กร

Telecommuting – Disadvantages



Telecommuting – Benefits





GOING green

CANS
ONLY

PL
C



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Hope you get what you expected

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