Innovation management and quest for a more strategic society

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“So why aren’t we smart?”

Difficult to break into top tier: Usual suspects

Saga of Seattle

Can societies be “smart?”
Illustrative Attempts to conceptualize modern societies

“Open” Society

(articulated by various firms, e.g., IBM, Huawei, etc.)

“Entrepreneurial” Society

“Start-up nation”

“Innovative” Society


Leveraging the increasing variety, and complexity of modern innovation

|-------|-------|-------|-------|-------|------|---------|-------|-------|-------|

- **From Mfg ➔ Services (80%)/Knowledge-Intensive Innovation**
- **Technology a Distinct Domain & Industrial R&D a Distinct Function**
- **Macro-Innovation 1.0: (Large-scale, finite in goals & time)**
  - Big Government, Aerospace, Defense, and the Cold War: DOD, NASA, DARPA
  - Infrastructure: US Interstate Highway System
- **Large-Scale Corporate R&D and Innovation:**
  - Technology Becomes Strategic
  - (Physical-based innovation)
- **Digital-Based Innovation:**
  - (Hardware, Software, Design, Content, etc.)—E-Business ("Silicon Alley")
  - "Hybrid" Forms of Innovation (Physical & Digital)
- **Rise Micro-Innovation 2.0**
  - Re-birth of government involvement & new complexity and Scale (more open-ended, knowledge-intensive, and societal-scale in goals) e.g. Security/Global Terrorism; Sustainability; Smart Cities/Regions; Public Incubators, Competitiveness, & Bio Medical/Health; national AI strategy, etc.
  - Pervasiveness of data science concerns

- **Some New Ingredients:**
  - Global innovation, rise of BRICs ("reverse innovation"), et. al.
  - Emerging "Networks," "Platforms" & "Ecosystems of Bus. Innov./ (e.g. mobile, software families, soc. networks, etc.)

- **Fin. Meltdown (2008)**
- **The New Sophistication: Tension/ Variety in Innovation Management—Prof. Mgmt. vs. Creative Destruction**
- **R&D Internet ➔ Glob. Tech Strat. ➔ Glob. Innov.**
- **Silicon Valley et. al. High-Tech Entrepreneurialism**
- **Dot-Bomb/NASDAQ Crash (2002)**
- **COVID-17 Pandemic & Operation Warp Speed**
Quest for a more strategic society

Includes:
Possessing innovative capabilities and entrepreneurship—
Capacity for improvement and at times renewal

However, please note that while possessing innovative capabilities is essential, it is also a component among a complex set of interrelated and society-wide competencies.
Possessing innovative capabilities and entrepreneurship: *Capacity for improvement and at times renewal*

- Deploying managed Innovation, e.g. corporate innovation strategy, R&D, technology projects and initiatives, etc.
- Developing and applying advanced professionalism and digital technologies: including data science, AI, machine learning, advanced project management, etc.
- Manifesting spirited entrepreneurialism
- Designing and implementing large-scale, multi-sector technology programs (i.e. macro-innovation 2.0), e.g. OWS, national AI strategy, smart city initiatives, modern infrastructure, etc.
- Integrating the requisite parts of this modern innovation ecosystem

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Current general state of affairs:

Reactive and fragmented
Infrastructure as a case in point

US “national AI strategy” efforts as a case in point

Question: Does data science/AI constitute a twenty-first century “space race?”

Entrepreneurial spirit and “creativity“ in “Yabacon Valley,” Yaba, Lagos, Nigeria as a case in point
Applying science connection on a continental scale: AI for all of Africa as a case in point


Entrepreneurialism, innovation incubators, and entrepreneurial startups in Hungary as case in point

Source: https://commons.wikimedia.org/wiki/File:Hungary-geographic_map-es.svg

(Note: Founded in 2007, on Jan. 21, 2016 Ustream was acquired by IBM for approximately $130 Million)

Source: https://commons.wikimedia.org/wiki/File:Ustream_logo.svg

Source: https://commons.wikimedia.org/wiki/File:LogMeIn_logo.svg

Sources: https://ai-hungary.com/en/content/ai-coalition; https://ai-hungary.com/en/content/ai-academy
Entrepreneurialism, innovation incubators, and entrepreneurial startups in Poland as case in point


Source: https://commons.wikimedia.org/wiki/File:Poland_Base_Map.png
Some positive counter-examples?
Revising public policy views of “grand strategy” to reflect at societal level multifaceted evolution of management thinking and practice and similar sophisticated blending

Innovation and entrepreneurship: e.g., Schumpeter, Solow, etc.

Professionalism and analysis: e.g., Sloan, Chandler, Porter, etc.

General management-Leadership, and human judgment: e.g., Drucker, Andrews, Barnard, etc.

Wider perspective: Serving all of society: e.g., Prahalad, etc.

Leverage modern technology, including digitization, data science, AI, etc.
FinEst Twins initiative as a case in point
and
Eindhoven region a case in point


Quest for a more strategic society

Possessing innovative capabilities and entrepreneurship: *Capacity for improvement and at times renewal*
*Possessing innovative capabilities is essential; but is also a component among a complex set of interrelated and society-wide competencies*

Maintaining capacity to learn and maintain accumulated knowledge

Requisite openness and variety; but how open and how diverse a society?

Right of citizens to belong a society that is strategic seeking, which, on the basis of trust, among other things, commits to tackling longer-term challenges (including applying digital technologies and innovation) and to nurturing talent that can flourish

Reflecting a *moral* dimension and engendering broad-based *trust*

Leadership and strategic direction: Need to avoid lethargy and directionless:

Providing short-term and longer-term solutions

Manifesting integrative and holistic perspectives and capacities

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