

REPORT ON
"APPLYING THE SPINNER INNOVATION MODEL IN SMEs"

Prerna College of Commerce

Committee: Prerna Business & Entrepreneurship Centre

Programme: Virtual Talk

Guest Speaker: Prof. Ronnie Figueiredo

Topic: Applying the Spinner Innovation Model in SMEs

Date and Time: 14th October, 2021 from 1:30 pm to 3:00 pm.

Objectives: -

1. To understand the depth of a sea called Innovation.
2. To know exactly how knowledge creation and knowledge transfer give birth to innovation.
3. To grasp the application of the Spinner Innovation Model.
4. To understand the innovation process in detail through conceptual clarification of terms like Open & Closed Innovations.

Highlights: -

1. The talk was conducted in online mode.
2. Guest speaker was introduced and welcomed virtually by Ms. Leena Kapse.
3. Prof. Ronnie Figueiredo started the session with the conceptual clarification of Open innovation.
4. He explained how Spinner Innovation Model helps to understand the flow and process of innovation.
5. According to Prof. Ronnie Figueiredo, Spinner Innovation Model offers means for creating more knowledge between the internal and external environments.
6. Prof. Ronnie Figueiredo explained how different analysis methods like Machine Learning and Econometrics can be used with the help of the Spinner Innovation



Model in assessing the propensity for innovation in small and medium-sized enterprises.

7. He elaborated how private knowledge helps in predicting the process of knowledge creation and public knowledge shapes and influences the creation of knowledge.
8. He displayed a checklist of the Spinner Innovation Model that a firm can use to calculate its propensity for innovation.
9. All in all, using the Spinner Innovation Model Prof. Ronnie Figueiredo showed how SMEs move from knowledge creation to knowledge transfer to create the final product called Innovation.

Outcome: -

1. Students learned how a firm be strategically being plan and execute the innovation.
2. They got to learn the use of the Spinner Innovation Model in SMEs.
3. They understood the difference between open innovation and closed innovation.
4. They also got to know about how to create and transfer knowledge using the internal and external environment.
5. This session made them understand the forces like private and public knowledge management.
6. They learned how innovation can be attained and collaborated with stakeholders using Spinner Innovation Model.

No. of Beneficiaries: 200 Students

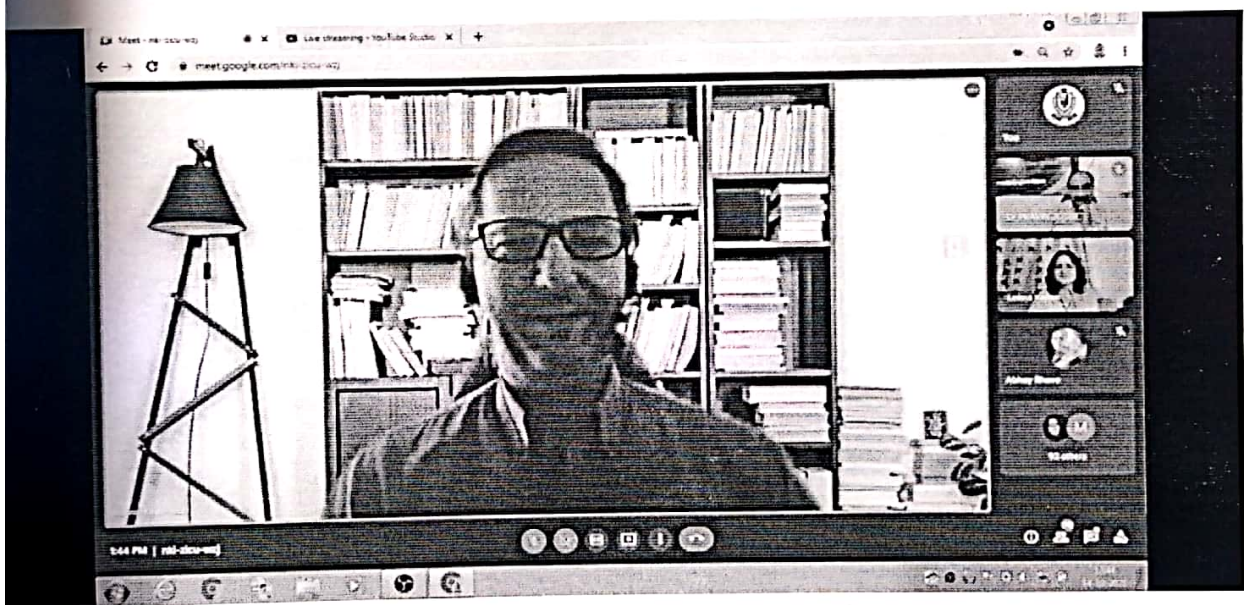
Anchoring and Vote of Thanks by: Ms Leena Kapse, Assistant Professor, Dept. of commerce & management & Dr Shital Jaikar, Assistant Professor, Dept. of commerce & management.

Programme Coordinator: Ms Leena Kapse, Coordinator, Entrepreneurship Centre Unit


Date: 14th October 2021



Ms. Leena Kapse compering the session.



Prof. Ronnie Figueiredo addressing the students.


16/10/2021