

P54 - The use of theory in technological innovation management practice

25. INNOVATION THEORY AND PRACTICE

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Track summary: Management theory and practice remain two different domains despite of bridging efforts from both sides. Practitioners, in the field of management in general and technology and innovation management in particular, are continuously facing problems in their search of useful frameworks and tools for analysis and decision-making in a world that is constantly being transformed by new technologies. Existing theories are often not seen as useful in these cases as they tend to be too abstract and not easily transferable to new set of problems, such as the current twin challenges of digitalization and sustainability. Previous academic research on this topic has mostly focused on how the research community can change, i.e., generate theories, frameworks, and tools that are more relevant for practitioners. In this session we want to start from a different perspective, namely from the perspective of the practitioner, and call for papers that increase our understanding of how practitioners create, adopt, use, and adapt frameworks and tools based on existing and emerging theories when facing an ever-changing world transformed by new technologies. We invite both conceptual and empirical papers and especially welcome papers concerned with how practitioners are responding to contemporary challenges, including, but not limited to, digitalization, artificial intelligence, and sustainability.