

Innovating digitally

enabling new avenues for entrepreneurship and innovation teaching resources between academia and industry

Author(s)

Helmer, Judith; Thuong Huynh, Thien-Minh; Rossano-Rivero, Sue; Lobacz, Katarzyna; Kör, Burcu; Wakkee, Ingrid

Publication date

2022

Document Version

Final published version

[Link to publication](#)

Citation for published version (APA):

Helmer, J., Thuong Huynh, T.-M., Rossano-Rivero, S., Lobacz, K., Kör, B., & Wakkee, I. (2022). *Innovating digitally: enabling new avenues for entrepreneurship and innovation teaching resources between academia and industry*. Poster session presented at University Industry Innovation Network, Amsterdam, Netherlands.



General rights

It is not permitted to download or to forward/distribute the text or part of it without the consent of the author(s) and/or copyright holder(s), other than for strictly personal, individual use, unless the work is under an open content license (like Creative Commons).

Disclaimer/Complaints regulations

If you believe that digital publication of certain material infringes any of your rights or (privacy) interests, please let the Library know, stating your reasons. In case of a legitimate complaint, the Library will make the material inaccessible and/or remove it from the website. Please contact the library: <https://www.amsterdamuas.com/library/contact/questions>, or send a letter to: University Library (Library of the University of Amsterdam and Amsterdam University of Applied Sciences), Secretariat, Singel 425, 1012 WP Amsterdam, The Netherlands. You will be contacted as soon as possible.

Innovating Digitally: Enabling New Avenues for Entrepreneurship and Innovation Teaching Resources between Academia and Industry

Judith Helmer | FH Münster University of Applied Sciences
Thien-Minh-Thuong Huynh | FH Münster University of Applied Sciences
Sue Rossano-Rivero | FH Münster University of Applied Sciences
Katarzyna Łobacz | Science-to-Business Marketing Research Centre
Burcu Kör | Amsterdam University of Applied Sciences
Ingrid Wakkee | Amsterdam University of Applied Sciences

Due to changes in technology and customer behaviour, entrepreneurial firms have to constantly innovate. Here, service innovation has appeared as a successful way to overcome the dead-end road of competition (Bouwman & Fiet, 2008). Thus, entrepreneurial firms are increasingly asked to develop competences to engage in digitally-enabled innovation processes for services as reflected in recent competence frameworks (European Commission, 2019). Consequently, universities need to update entrepreneurship education to these new demands through a multi-perspective research approach to co-research and co-design future entrepreneurship education.

First, we aim at developing an up-to-date digital innovation process to enhance the limited scientific knowledge on the use of digital tools for innovation processes (Akaka & Vargo, 2014; Helmer et al., 2021). Second, we aim at developing digital platforms to enhance the engagement of industry in education and vice versa. Third, we aim at gaining insights to develop modern entrepreneurship course curricula in this context.