TIM: Technology and Innovation Management

Vertiefung/ Minor

Professor Dr. Stefan Wagner

About me

I joined the U of V on 1st of Oct 24

Previously Professor at **ESMT Berlin**, teaching Innovation and Strategy in various degree programs. Before, I got my PhD and habilitation at **LMU Munich**.

I will offer a minor TIM

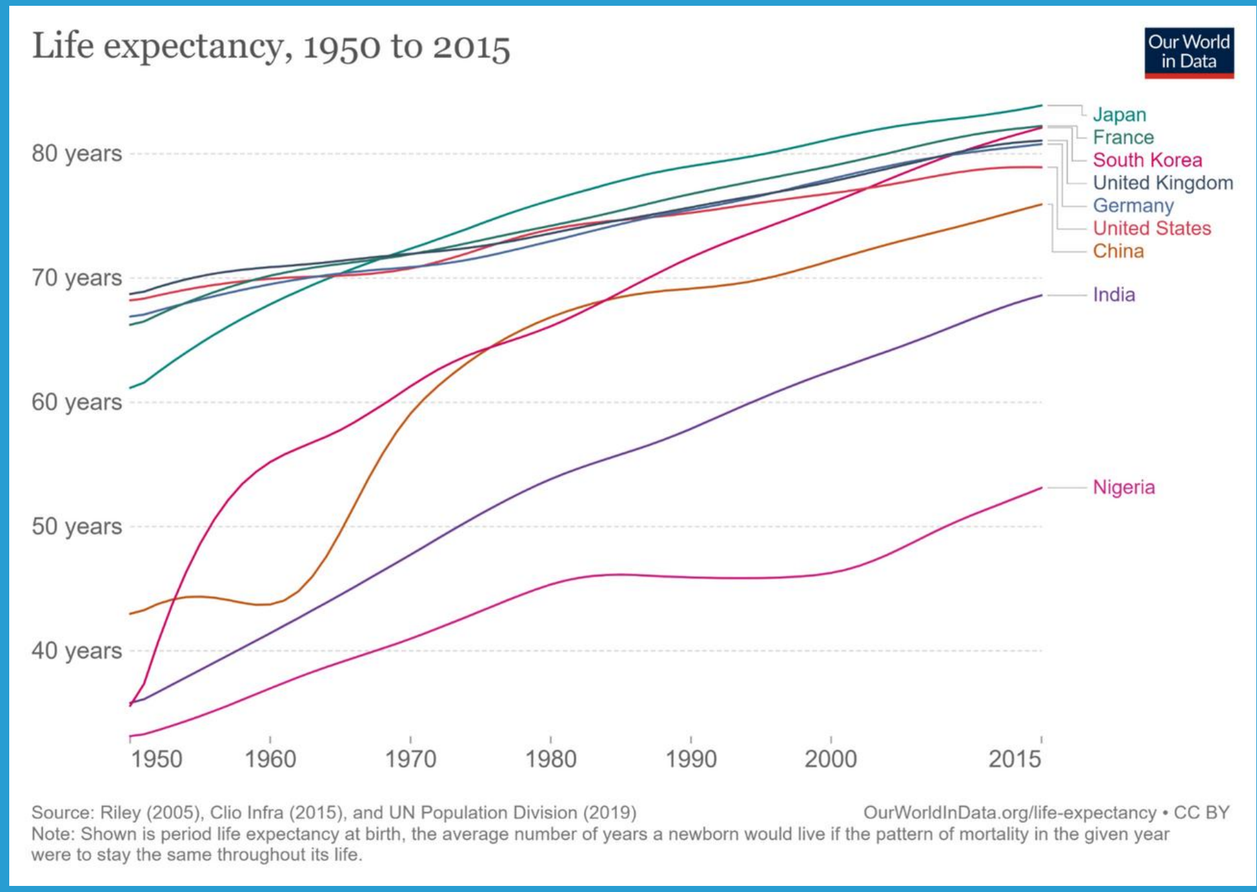
The new minor in Technology and Innovation Management TIM will focus on developing strategies to **drive and benefit from technological progress**.

Research is central at the chair

I seek to create a **vibrant and conducive research environment** for young researchers to enable them to produce research that is visible internationally.

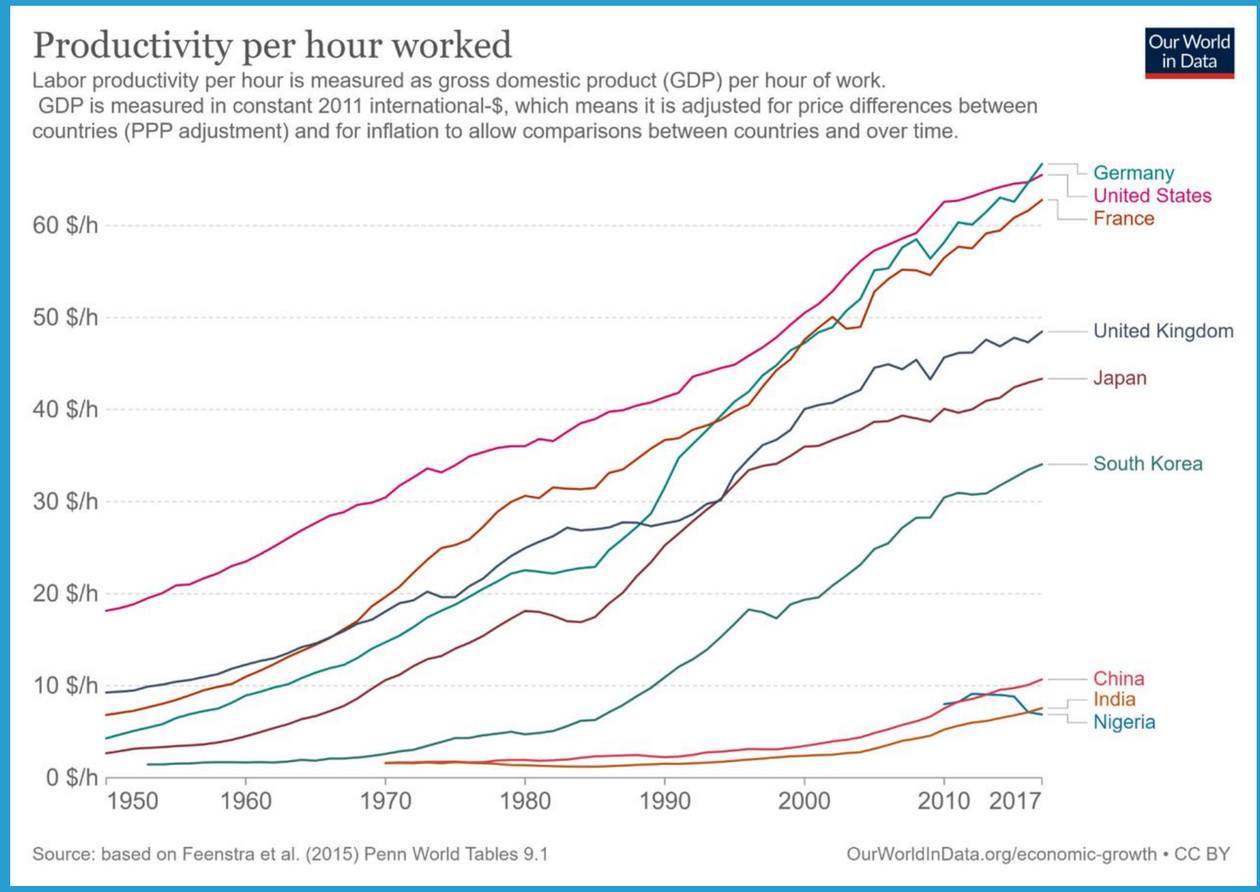
Why care about the topic?

On a very high level, **technological progress improves quality of life** throughout the world.



Why care about the topic?

Innovation translates technological progress into productivity gains and competitive advantage.



Why care about the topic?

Technological progress is getting slower/ more expensive – how to incentive progress and implement it more effectively?

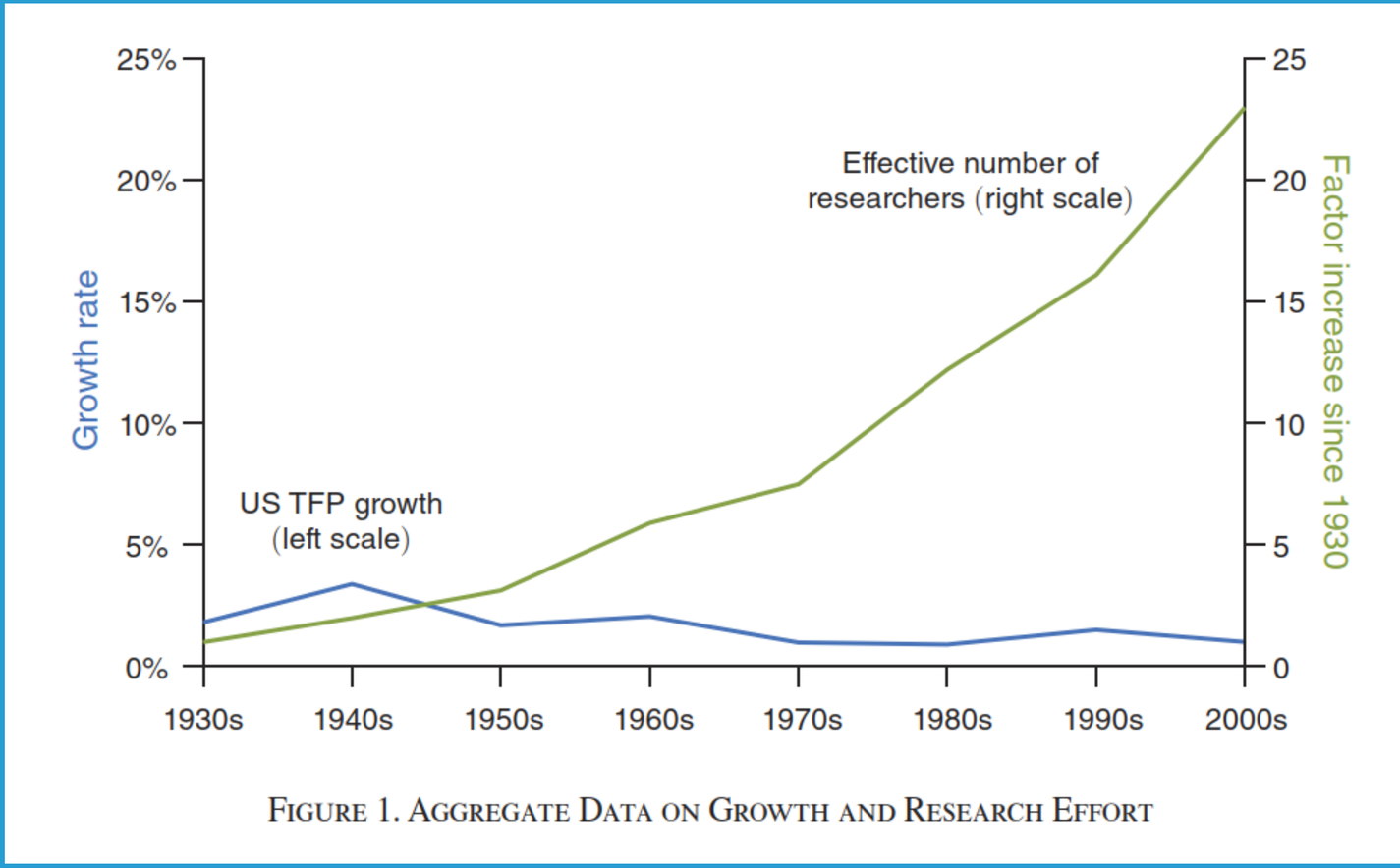


FIGURE 1. AGGREGATE DATA ON GROWTH AND RESEARCH EFFORT


DIAMOND
DIGITAL
VOL
RANDOM
REPEAT
A-B
Rio
MP300
iPod
Playlists
Browse
Extras
Settings
About

“

Innovation is the ability to convert ideas into invoices

Lewis Duncan

Structure of the Minor

Foundation (Grundlagen)

8 ECTS points in either

- **UK: Embracing Technological Change (8 ECTS)***

or

- UK: Economics of Innovation and New Technology (4 ECTS)

AND

- UK: Innovation Management (4 ECTS)

***) Offered in summer term 2026**

Specialization (Vertiefung)

12 ECTS points in

- SE: Contemporary Topics in Innovation (MA) (4 ECTS)
- UE: Tech-based Entrepreneurship (4 ECTS)
- UE: (PC-Lab) Empirical Research Methods (4 ECTS)

Offered this winterterm 2025/ 2026

UK: Embracing Technological Change (ETC)

Overview

Format

- Core lecture
- Offered in English language
- Interactive with group work, case studies and simulations

Content

- Overview of the Economics of Innovation and New Technology
- Foundations of Innovation Management
- Regulating high-tech companies

Teaching objectives

- Understand the nature of technological change and how new technologies affect the competitive position of firms
- Master a set of frameworks that allow you to benefit from technological progress
- Recognize links between technology and corporate strategy

UK: Embracing Technological Change (ETC) (8 ECTS)

Overview

Requirements

From the Basic Modules:

- Management I - Marketing (2 ECTS) OR Management I - Organization and Personnel (2 ECTS)
- Management II - Production, Logistics and Supply Chain Management (2 ECTS) OR Management II - Finance (2 ECTS)
- Data Analytics (4 ECTS)

And from the Consolidation Modules of the Introductory Phase:

- Principles of Data Analytics for Marketing and Management Decisions (4 ECTS)

Grading

- Group project
- In-class exam, closed book (max 60 points)

UE: Tech-based Entrepreneurship (4 ECTS)

Overview

Format

- Hands-on group exercise
- Six half-days
- Mentoring in between

Content

- Classic start-up challenge
- Idea creation and validation

Teaching objectives

- Understand the challenges of creating a new business
- Evaluate potential of new ideas in a systematic way

UE: (PC-Lab) Empirical Research Methods (4 ECTS)

Overview

Format

- Lecture with hands-on exercises
- Blocked format

Content

- Stats 101
- Up to linear regression
- Uses R-package

Teaching objectives

- Enable you to conduct quantitative analyses on your own
- Interpret other people’s work


RESEARCH

Examples of recent and ongoing research projects

Learning dis-advantages in collaborations

Can collaborative innovation backfire?

Analysis of alliance data in the Chinese pharma industry

Market failures in the supply of chemicals

Chemicals are everywhere, but some of them are hazardous

Use computational chemistry to characterize features of chemical inventions

ERC application in the making

Product development in online games

Revenue maximizing difficulty in game?

Counterfactual simulations based on structural model

Personality and inventive performance

When are intro- or extroverts more inventive?

Econometric analysis of survey data

Contact Me

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Consultation Hours

By appointment