

Open to Innovate:

A research perspective

Siena, 30th March 2022

Aula Franco Romani

- 14.00 **Dr. Elena Casprini**, *Department of Business and Law*
Introduction about OpenInnoTrain project
- 14.10 **Prof. Cornelius Herstatt**, *Hamburg University of Technology*
From user innovation to frugal innovation: a research journey
- 14:30 **Prof. Lorenzo Zanni**, *Department of Business and Law*
Ongoing research at MEIM Lab
- 14:50 **Q&A session**

You can participate also online:

<https://meet.google.com/zfk-ofpx-qyb>