



KESHAV MEMORIAL INSTITUTE OF MANAGEMENT
(AFFILIATED TO OSMANIA UNIVERSITY)
APPROVED BY AICTE
A UNIT OF KESHAV MEMORIAL EDUCATIONAL SOCIETY



KAIZEN-CLUB

Venue: MBA Seminar Hall

Report on Guest Lecture

"Open Innovation -A strategic approach of innovation management"

Date of Report: 30th April 2024

The program was organized by the student co-ordinators of KAIZEN- Club in collaboration with IIC. This club was created for MBA students in order to practically experience managerial skills like Planning, Organizing, Co-ordinating etc.

The "Open innovation - A strategic approach of innovation management" is the topic chosen for a guest lecture. The main aspiration of conducting this session was to acknowledge the students about the role of open innovation in today's business world. The session was conducted on 30th April, 2024 from 12:00pm to 01:30pm.

The resource person was Dr Suhasini Tatiparti, Associate Head School of Business, SR University, Warangal, explained the Role, Advantages, Dis-advantages, opportunities and challenges of Open Innovation. Speaker briefed the students about the topic stating that in today's rapidly evolving business landscape, the traditional closed innovation model is becoming increasingly inadequate for driving sustained growth and competitiveness. Open innovation offers a compelling alternative, leveraging external knowledge, resources, and ideas to accelerate innovation processes.

Here students benefited to understand that Open innovation involves actively seeking and incorporating external ideas, technologies, and resources into the innovation process. Unlike closed innovation, where ideas are developed internally and kept proprietary, open innovation encourages collaboration with a diverse network of stakeholders, including customers, suppliers, partners, and even competitors. By tapping into a broader pool of expertise and creativity, organizations can enhance their innovation capabilities and adapt more quickly to market changes. It was an interaction session with the students at the end of the session speaker conducted an activity on idea generation for a start up in which students came with different innovative ideas where they gave oral presentation. Followed by felicitation to the guest and the session ended by vote of thanks from student coordinator of the Kaizen club.



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NARAYANAGUDA, HYDERABAD -500029



THE **"KAIZEN"** CLUB

ORGANISES

GUEST LECTURE ON

**" OPEN INNOVATION-A STRATEGIC APPROACH OF INNOVATION
MANAGEMENT "**



RESOURCE PERSON:
DR.SUHASINI TATIPARTI,

ASSOCIATE HEAD OF THE DEPARTMENT,
SCHOOL OF BUSINESS ,
S.R. UNIVERSITY , WARANGAL



**STUDENT
CO-ORDINATOR**

**R.K.Sreeya
P.Bhavana**

**Sruthi Jaiswal
K.Ajaykumar**



**30 th ,April 2024
TUESDAY**



**TIME :
12.30 PM**



**MBA BLOCK,
4TH FLOOR
SEMINAR HALL**

**Mrs.T.Swetha
CONVENOR**

**Dr.B.Anjan Kumar
HEAD OF THE DEPARTMENT**

**V.Santhi
PRINCIPAL I/C**

Glimpses of the Events:

