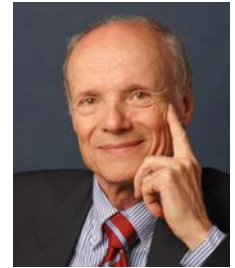


# A2 Panel

## QUALITY AND INNOVATION

**Chair of the Panel: Tilo Pfeifer**, Chairman of the Scientific Council of the German Association for Quality (DGQ), Germany

Innovative products and services are differentiation criteria in the contemporary global competition and hence affect the market success of organizations. An effective innovation management crucially contributes to innovative products, processes and services by offering customer-oriented solutions to the market on time and on budget. Despite many years of empiric experience as well as diligent research activities, innovation processes and projects still pose major challenges to organizations. The share of innovation projects considered as unsuccessful or even failed is remarkably high. Does quality management with its emphasis on well-regulated and repeatable processes limit the room for creative development and encouraged creativity in an improper way? Or can quality management activities be particular key contributors to the innovative capacity of organizations? The A2 panel addresses the role of quality management in innovation management by investigating the relationship between quality and innovation. In detail, ideas and concepts will be discussed focusing the mutually supportive character of both terms.



**Following the lectures, the panel will discuss issues like:**

1. What are the core values and critical factors of successful innovation management?
2. Does quality management hinder the creativity required for innovative solutions?
3. How can quality planning, -control, -assurance and -improvement contribute to innovation?
4. How do smart products affect and change innovation processes?
5. What is the role of social media analysis for innovation processes?
6. How can rapid prototyping technologies improve the innovation process?
7. How can innovative ideas from workers be integrated under the circumstance of daily work routine?
8. What are the interrelationships between the daily work management system “nichijo kanri” and the policy deployment system “hoshin kanri” ?
9. How can organizations assess their current innovation management systems in order to derive improvement measures?

**The short bibliographies of the Chair and Lecturers you can find in alphabetic order:**

<http://eoq.hu/iaq/biography.pdf>