

2007年12月10日下午2:00-3:30第一會議室



Dominant Design for Innovative Product and Service Innovation

By Jay Lee

Ohio Eminent Scholar and L.W. Scott Alter Chair Professor Univ. of Cincinnati

Speech Intro.

Innovation is not an option for today's industry. For the past decade, globalization and transformation of the flat-world economy has produced vast new challenges for industry. Innovation is not just about new product development; it also refers to the creation of new value-added services to transform better productivity and business performance. As the practice of product design have expanded both in economic and

social impact and in technological complexity, so the demands upon innovative service systems. For example, GE Medical changed its name to GE Healthcare Technologies to expand its business opportunities. Companies such as IBM and Xerox are also transforming to be smart service business leaders. Industry needs to learn how to develop niche expertise with value-added innovation to compete globally.

This presentation introduces the strategies for product and business innovation based on Dominant Design approach. Examples

(including iPod, GE Healthcare, John Deer, Otis Elevator, GM OnStar, and etc) will be given to illustrate how to formulate "gaps" between product and customer needs using innovation matrix and the right thinking mechanisms. In addition, a NSF Industry/University Cooperative Research Center on Intelligent Maintenance Systems (IMS) with a focus on autonomic computing and embedded prognostics technologies will be addressed. Finally, issues for today's academics for future transformation will be discussed.

For more details please go to http://www.ncku.edu.tw/~rand/ord/R&D_forum.html

~2007年12月10日下午2:00-3:30 雲平大樓四樓第一會議室與您相見~