



RESEARCH

LECTURES IN

ECONOMIC GEOGRAPHY

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Berliner Straße 48 | room 211



**BEATRICE
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Beatrice D'Ippolito is Assistant Professor in Strategic Management and Innovation at The York Management School, UK. She completed her PhD in Science, Technology and Innovation at The University of Manchester (2012) and held a postdoctoral position at Grenoble Ecole de Management prior to joining the University of York. Her research interests focus on the mechanisms of knowledge systematisation and reconfiguration in different empirical settings, in particular design-driven organisations and other creative firms. Her research has been published in top-tier academic journals such as *Research Policy*, *Technovation*, and *Industry and Innovation*.

Feedback mechanisms and firms' innovation processes: a focus on prototyping in product design and development

Building on the routine literature this lecture discusses how particular configurations of the firm can support the emergence of organizational routines. It will be argued that a focus on feedback mechanisms that connect different routine-using and routine-generating functionalities within firms is needed to address this particular issue and thus ask the following question: how can different types of feedback explain how routines enable creativity? The analysis is framed in the empirical context of the design activity. Preliminary findings indicate that the successful combination of aesthetic and efficiency that stand at heart of design relies on the creation of dedicated routines aimed at aligning different, and at times incompatible, forms of know-how that are stored in different places within the organization.



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