



RESEARCH

LECTURES IN

ECONOMIC GEOGRAPHY

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Berliner Straße 48 | room 211



MICHAEL DRÖSCHER

Prof. Dr. Michael Dröscher was an R&D manager for 27 years in Evonik and the predecessor companies. His last position was Corporate Innovation Manager. Before, he had been the founder and director of the strategic research unit Creavis. He is a polymer scientist by training and adjunct professor for polymer science at the University of Münster. As a retiree, he is now Treasurer and General Secretary of the German Society for the Advancement of Science and Medicine (GDNÄ) and holds several supervising board positions in scientific institutes. He is also a networker for the chemical industry in North Rhine Westphalia.

Innovation processes in (chemical) industry: incremental or disruptive?

The oldest chemical company Merck Darmstadt goes back 350 years. Most of the giants of today, as BASF, Bayer, Evonik (formerly Degussa), were start-ups in the 19th century. All these companies are still in the market because they were always strong innovators, as well in their portfolio as in their way to run the global business. New business models, e. g. Amazon-like, challenge the industry. Innovation processes and business models are interdependent. Up to the end of the 20th century, innovation was mostly an in house affair, although with strong links to academia. Today, open innovation and cooperation along the value chain are important drivers.



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