

INVITATION

PhD defence

by **Louise Brønnum**



THESIS

STRATEGIC ENACTMENT OF FRONT END INNOVATION: A Case study of multiple enabling opportunities

Front end of Innovation has for years been on the innovation agenda, and most established development companies are working explicitly with a focus for bettering the conditions for front end. However front end is difficult to handle in mature development organizations, as there are many agendas that explicitly and implicitly influence the development opportunities. This thesis offers an alternative perception of the contested field of front end of innovation and thus how it is enabled. With a departure in my review of front end literature I challenge the normative and singular perception of front end as it does not support an understanding of how front end is enabled prospective. I argue for an alternative perspective for enabling front end. By analyzing the strategical enactments performed by the actors in a front end setting I demonstrate and describe how they succeed in enabling front end in multiple ways. The hope is to partake in pursuing a more pragmatic approach to how we depict and stage front end of innovation onwards.

ASSESSMENT COMMITTEE

Professor Raghu Garud
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TIME

Monday June 26th 2017

PHD LECTURE

13:00-13:45

QUESTIONING

14:00-16:00

RECEPTION

from 16:00

REGISTRATION

Please sign up for this event no later than June 22nd using this doodle:
<https://doodle.com/poll/rimmdi5zdczih586>

LOCATION

Aalborg University Copenhagen
A.C. Meyers Vænge 15, 2450 Copenhagen SV
room: 2.1.042

HOST

Aalborg University Copenhagen
Department of development and planning

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Please e-mail me at lobr@plan.aau.dk
or get it at <https://goo.gl/y3Mme4>

