



Innovation Theory

Where do we innovate?

I&E Basics 2018

1st October 2018



Epistemology





Objectivism

Determinism

Historical perspectives

Modernism

Romanticism

Rationalism





“Certainty”

Reading: Markets and Hierarchies, Williamson 1975



“Risk”





“Uncertainty”

Reading: From Substantive to Procedural Rationality, Simon 1976



**What do these have in
common?**





**Where can you find them in the
“real world”?**





Can you innovate? How? Why?





How can you innovate?





Who is the entrepreneur?





Post-modernism

Post-truth

Contemporary perspectives

Subjectivism





“Ambiguity Weak”

Reading: A Garbage Can Model of Organizational Choice, March 1991



“Ambiguity Strong”

Reading: The collapse of sensemaking in organizations: The Mann Gulch disaster, Weick 1993



Black Swans

Reading: The Black Swan, Taleb 2011



The Fallacy of Induction

Russell's chicken/Popper's turkey



Enrolment & Translation

Reading: Some elements of a sociology of translation: domestication of the scallops and the fishermen of St Brieuc Bay, Callon 1984



Actor-Network Theory

Reading: Where are the missing masses? Latour 1992



Antifragility

Reading: Antifragile, Taleb 2007



Post-Truth

Reading: STS, symmetry and post-truth, Lynch 2017



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common?**





**Where can you find them in the
“real world”?**





How can you innovate?





Who is the entrepreneur?



Summarizing



Enrolment

Certainty: Do. Or do not. There is no try.

Actor-Network Theory: You and what army?

Risk: 60% of the times, it works every time!

Sensemaking

Antifragility: Dormammu, I come to bargain

Garbage Can

Black Swans: It's white until it becomes black

Uncertainty: If only I had enough time...

Post-Truth: A truth for everyone



Roulette





Cuban Missile Crisis





Elections and voting





More examples





What next?

- Battle preparation now
- Free up your calendars for
 - **Thursday Oct 18th 9:00 to 11:00**
 - **Thursday Nov 15th 9:00 to 11:00**
 - If you miss these classes → All in blended format
- Monday, Oct 15th from 13:30 to 17:30 in **A102**
- Topics:
 - Creativity guest lecture
 - Storytelling workshop



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