



Súmate al PRIMER ESTUDIO
de la **Cultura de la Innovación**

PRIMER ESTUDIO **Cultura de la Innovación**

Presentación de resultados
15 de abril de 2015 / Madrid



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PARTNER ESTRATÉGICO



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Empleados y clientes como fuentes de innovación

Julio Varela
Gerente Commercial Excellence
Gerente Desarrollo de Negocio



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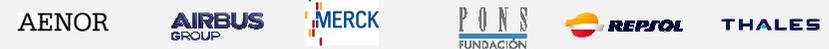
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MERCK Mission

Our aspiration is to make great things happen. With our **research-driven** specialty businesses, we help patients, customers, partners and our communities around the world to live a better life. We deliver entrepreneurial success through **innovation**.

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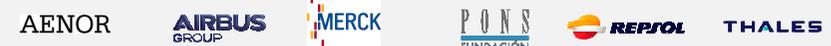
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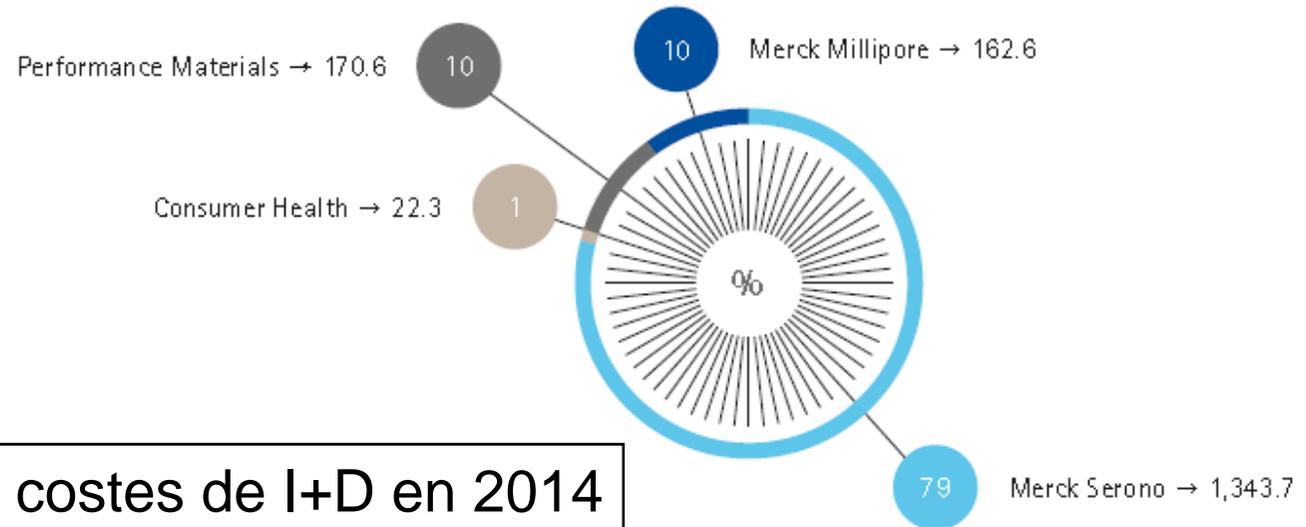


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MERCK GROUP →
RESEARCH AND DEVELOPMENT COSTS BY DIVISION - 2014
€ million/ in %



1.700 Míos€ en costes de I+D en 2014

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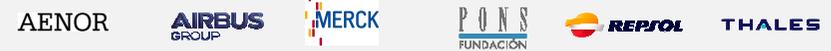
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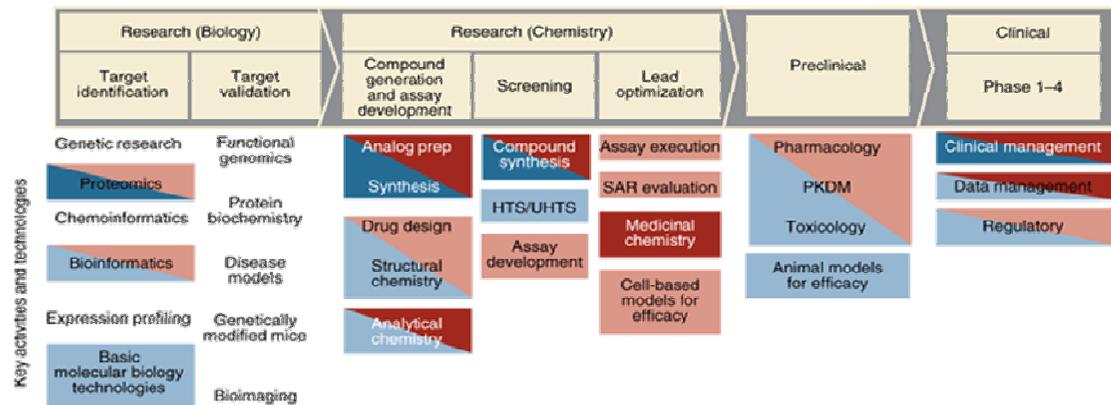


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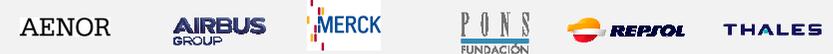
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Pero...

¿cómo innovar en toda la cadena de valor?

¿cómo encontrar fuentes de innovación adicionales?

¿Cómo capitalizar las ideas innovadoras que se generan en la organización?

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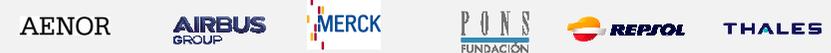
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How Scientists Build Models InVivo Science As A Window On The Scientific Mind

Kevin Dunbar, McGill University

Abstract

How do scientists think, reason and generate new models and theories? How do scientists represent their knowledge? Answers to these questions are of paramount importance not only in understanding what science is, but also in assessing different theories of science. Surprisingly, we know little about the basic processes that are involved in current-day scientific thinking. The goal of my research is to look at what scientists actually do in their research, what types of thinking and reasoning strategies they use, and how they change their knowledge. Over the past decade, I have been investigating scientific thinking by scientists in their own labs, reasoning about their research and by conducting experiments on scientific thinking and model building in my own laboratory. The labs that I have been investigating are molecular biology and immunology laboratories in the U.S., Canada, and Italy. I have found that one place where much reasoning and new discoveries are made is at weekly lab meetings. We have performed extensive cognitive analyses of these meetings and have identified some of the key components of contemporary scientific thinking that are important in generating new models, modifying old models and solving difficult problems. In this paper I will outline four activities that are important in model building: Analogical Reasoning, Attention to Unexpected findings, Experimental Design, and Distributed Reasoning.

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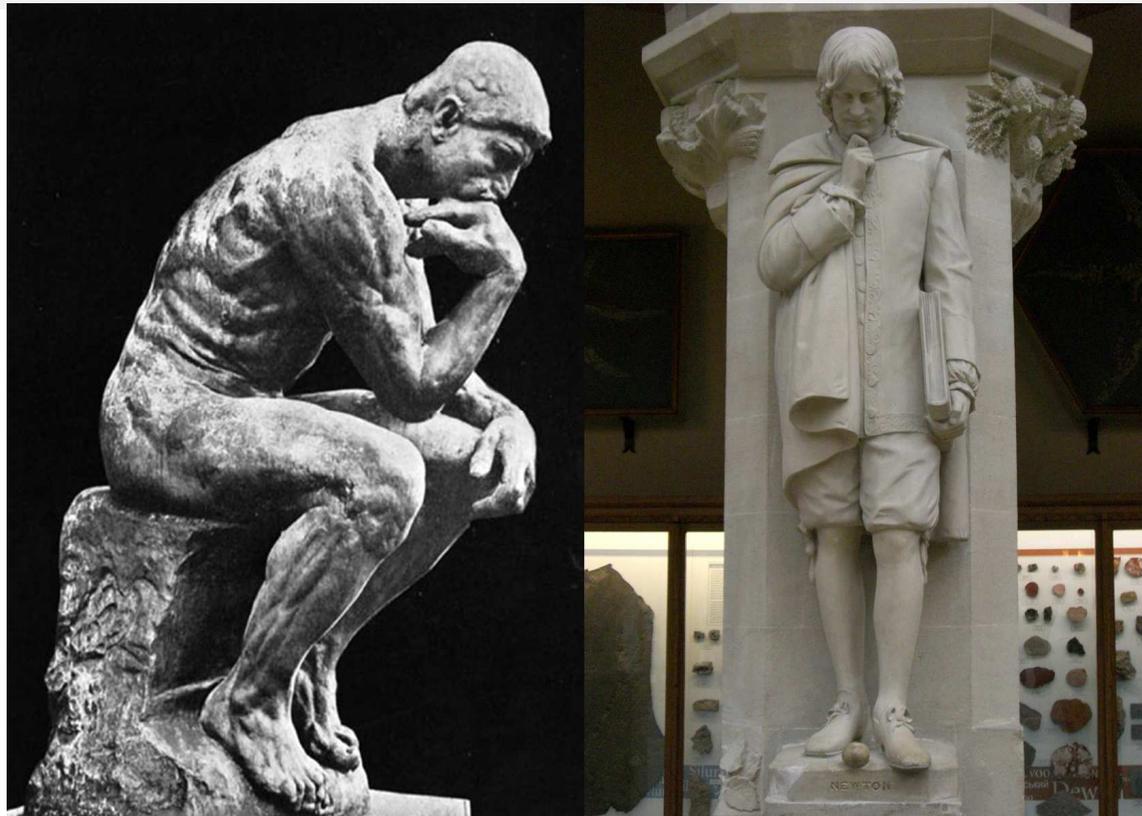
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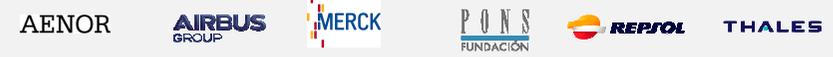
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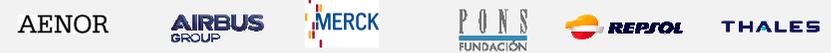
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James M. Spangler



William H. Hoover



Elias Howe



Isaac M. Singer

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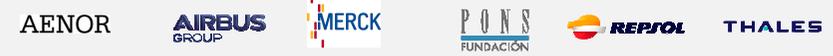
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Febrero 2015

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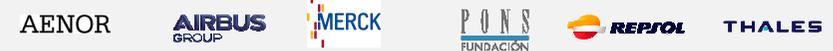
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Customer Innovation Initiative, consiste en escuchar lo que nuestros clientes dicen sobre:



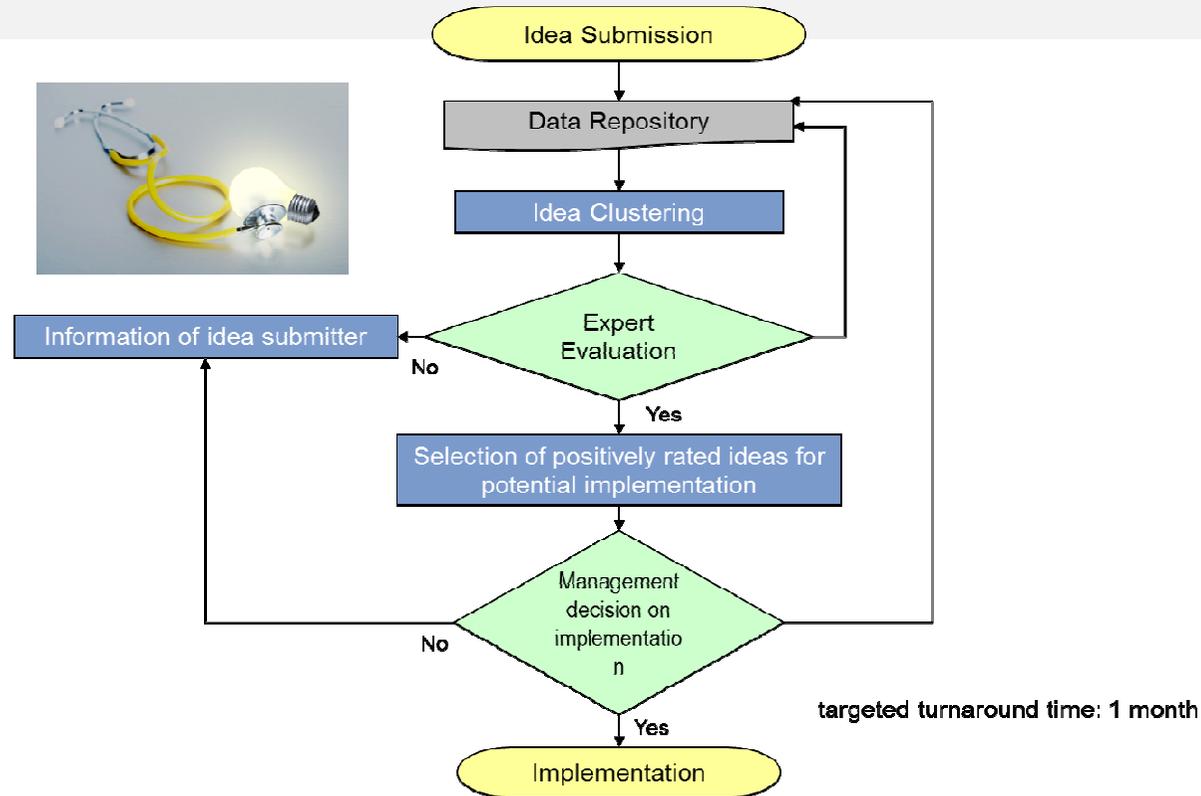
Mejora de productos existentes

Cubrir necesidades de pacientes y profesionales

Mejora de nuestro servicio

Observar qué se está haciendo en los centros para valorar nuevas opciones terapéuticas

Ideas generales para la compañía





Innovation boost es una plataforma para intercambiar ideas y discutir *on-line* para hacer realidad nuestra misión.

Nos centramos en 4 áreas:

- Co-Innovation
- Innovation from R&D to marketing
- Supply Chain Innovation
- Blue Sky Innovation

411

Participantes
registrados

1.686

Posts

6,93

Posts/participante



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Muchas gracias

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