



Keynote Speech

Innovation Management for the 21st Century: A People-Centered and Value-Focused Approach

Speaker Name,

Oliver Yu, Ph.D.

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Speaker Biography:

Dr. Oliver Yu, Founder & CEO of the STARS Group, a premier technology and resource strategy consulting firm spun off from SRI International (formerly Stanford Research Institute) in year 2000, is an internationally recognized expert on technology strategy and innovation management. He is also a Consulting Associate Professor of Management Science and Engineering at Stanford University, and an Executive in Residence at the College of Business of San Jose State University. In 2017, he co-founded and serves as the Board Chairman of Global Alliance for Innovators and Entrepreneurs, which was awarded a US\$5 million contract to develop and operate an international innovation center in China. Dr. Yu holds a BSEE from National Taiwan University, an MSEE from Georgia Institute of Technology, and an MS in statistics and a PhD in Management Science & Engineering from Stanford University. He is an AdCom member of the IEEE TEMS and chair of its Innovation & Entrepreneurship Committee, a Fellow of Portland International Center of Management of Engineering and Technology (PICMET), and a Co-Founder and Secretary of the International Society of Innovation Methods. He has published over 70 technical papers and authored and co-authored 7 books on technology strategy planning. He is currently writing a book on *Innovation Management for the 21st Century* to be published by Springer in early 2019.

Abstract/Outline

By defining innovation as an idea implemented with impact, this presentation introduces the key concepts for innovation management in the 21st century. It starts with highlighting the super-exponential growth nature of technology innovations in the new century and the high failure rates of innovation ventures to emphasize the critical importance of the people and value elements in innovation management. The presentation then introduces the investment perspectives of the major participants of the innovation process and a new human value model for motivating these participants. These concepts lead a discussion of the key principles for effective innovation management in the 21st century: value-inspired leadership, productive creativity, impactful marketing, and people-centered organizational culture.