



Innovation Research Seminar

Franziska Miebach, M.Sc.
Developing ideas for paper 2 & 3



Summary: The “green industry” in Germany traditionally consisted of flower shops and wholesale traders. With a growing pressure from discount stores, increasing digitalization and a changing mentality of customers towards “fresh” decorations, the industry is evolving and changing. Especially the digitalization offers opportunities as well as threats.

For paper 2 & 3 I would like to take a closer look at this industry – specifically at managers and employees. I would like to analyze how they cope with the increasing digitalization in the context of an evolving industry and which abilities they need.

Speaker Bio: Franziska Miebach studied business administration at RWTH Aachen University and in her master thesis examined the effects of social network position and individual motivation on the Open Innovation Readiness of employees by means of a network study. In her further research she would like to continue to focus on the individual level and examine the motivators and barriers in Open innovation projects.

Explorative Format: Seminar participants are invited to discuss several theoretical avenues and provide arguments that help to develop the presented research ideas.

When and where:

19 November 2015

12 to 2 pm

TIM Social Area

Kackertstraße 7

3rd Floor



Find Franziska
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