



RÉSEAUX D'ACTEURS ET ÉCOSYSTÈMES

MARKETS AND STAKEHOLDERS

Lecturers: Marie GOYON

| Lecturers : 12 | TC : 8 | PW : 0.0 | Autonomy : 0.0 | Study : 0.0 | Project : 0.0 | Language : FR

Objectives

Identify the actors of an ecosystem and their interactions
Understand the dynamics and the structure of relevant markets
Understand which are the levers
Understand and build stakeholders' strategies
Identify relevant support for the project's success

Keywords : ecosystems, actors networks, stakeholders, marketing, strategy

Programme

Actor's network theory and methods applied to innovation management and value creation
Identification and mapping of actors and stakeholders networks
Understanding a market : clients, customers, users.
Marketing Strategy
Project Strategy

Learning outcomes

- identify the actors and stakeholders of an innovation ecosystem
- mapping the actors and stakeholders networks of an innovation ecosystem
- establish a strategy for stakeholder engagement
- value creation

Independent study

Objectifs : Implementation into the project

Méthodes : Workshop on the project

Core texts

Akrich M., Callon M. et Latour B., *A QUOI TIENT LE SUCCÈS DES INNOVATIONS? GÉRER ET COMPRENDRE*, Annales des Mines, 1988
Leger Jarniou C., Certoux G., Degeorges J.M., Lameta N., Legoff H. *ENTREPRENEURIAT*, Dunod, 2016
Hillen V. *101 REPÈRES POUR INNOVER*, Paris-Est D. School, 2016

Assessment

Project evaluation (oral presentations and report)