

DESCRIPCIÓN BIBLIOGRAFICA DEL TFE  
 IALaren DESKRIBAPEN BIBLIOGRAFIKOA

Grado/Gradua <input checked="" type="checkbox"/>	Urtea	IALaren Izenburua	
Master/Masterra <input type="checkbox"/>	2016	BERRIKUNTZA ENPRESAN: ORONA-ren KASUA.	
Lehen deitura		Egilea	Izena
MUTUBERRIA	MINDEGUIA	Bigarren deitura	ANE
Titulazioa			
Grado en Administración y Dirección de Empresas/Gradua Enpresen Administrazio eta Zuzendaritzan			
IALaren zuzendaria		UPNA/NUP	
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IALaren zuzendarikidea		<input type="radio"/> UPNA/NUP <input type="radio"/> Otro/beste bat:	
Inglés (obligatorio) Ingelesa (nahitaezkoa)	Abstract (laburpena 100-250 hitzetan)		
	This project is about innovation in companies. After stressing the importance of innovation in today business landscape, the project focuses on open innovation models.		
	Open innovation is the new paradigm in innovation in companies, in which the each firm opens its model to collaborate with other companies and institutions to develop joint innovation projects, due to increase its efficiency.		
	More specifically, the project presents the case of Orona, a company that has successfully implemented open innovation. After presenting the company, the project describes Orona's open innovation project: Orona Ideo Innovation City. This innovative project integrates university, company and scientific centre.		
			Gaiak edo hitz gakoak (gehienez 5)
Innovation, Open Innovation, Innovation system, Leadership, Orona Ideo Innovation City.			