

# Innovation Management Workshop

## Speakers:

Dr. Edna Pasher Chief Editor of "Status - the Management Thinking Journal"

Yossi Pasher Yossi Pasher & Associates, Israel

## Moderator:

Professor Eric Tsui The Hong Kong Knowledge Management Society









**DATE:** 10 November 2009 (Tuesday), 9:30-17:30

**VENUE:** QR404, 4/F, Core R, The Hong Kong Polytechnic University, Hung Hom, Kowloon

## Abstract

Innovation has become the most strategic core competence of organizations. In turbulent times competitive advantages do not last very long and in order to survive, organizations need to embark on a new journey of on-going strategic renewal. This is an extremely difficult goal and can be achieved only through focused and systematic innovation management. Organizations find it difficult to cope with this goal and often confuse creativity and innovation, knowledge management and innovation management; wonder if and how to empower their people to become entrepreneurs – though they are hired employees; worry about the need to open up the organization in order to innovate and hesitate how to manage risk in this threatening new business environment.

Edna and Yossi Pasher have helped organizations with these demanding issues for many years and have led the Knowledge Management and Innovation Management movement in Israel since its very beginning and will share their knowledge with the participants in this workshop (and Israel is considered "The Second Silicon Valley"! In addition – they practice what they preach – and since they believe that knowledge and innovation are created mostly in conversations – their workshop is highly interactive and engages the participants in understanding the problems they cope with, identify opportunities to cope with them and innovate for renewal and sustainability! Among others, this workshop will cover:

-  Innovation as a strategic core competence
-  Creativity and Innovation
-  Knowledge and Innovation
-  Entrepreneurship and Innovation
-  Risk taking and Innovation
-  Customer-driven innovation
-  Technology-driven innovation
-  Innovation for sustainability



## Speakers' Profile

**Dr. Edna Pasher** earned her Ph.D at New York University in Communication Arts and Sciences and has served as faculty member at Adelphi University, the City University of New York, the Hebrew University in Jerusalem and the Tel-Aviv University. Edna founded EPA as an international strategic management consulting firm in 1978 and has been a pioneer and leader of the innovation and knowledge management movement in Israel. Edna has led Israeli and European research and consulting Intellectual Capital projects since 1995 funded by municipal and national governments and the European Commission. She is one of the Intellectual Capital Pioneers Group, a Founding Member of The New Club of Paris and of the European Society for Organizational Learning for Sustainability Group and a member of the International Organizing and Advisory Committees of the First Knowledge Cities Summit in Monterrey Mexico. Edna is the Founding partner (1991) and chief editor of "Status - the Management Thinking Journal".

**Yossi Pasher** is well known in Israel and abroad as a leading expert in O.D. and training. Through more than thirty years of experience Yossi has planned and implemented many projects in the areas of HRD, Knowledge Management and team development on a large scale as well as leadership development in organizations in the private business, industrial and public sectors. Yossi is the Principle of Yossi Pasher & Associates - a management training and consulting firm. He coordinated and trained the teams which negotiated the Gaza and Jericho accord as part of the Oslo agreement Yossi holds a Masters degree in adult education from Wayne State University in Detroit Michigan and has helped establish and maintain knowledge communities since 1974 in city community centers in Israel and the USA. He was the managing director of the Jerusalem Y - the largest community center in Israel and an advisor to a federation of NYC community centers.

## Registration

The registration fee includes **lunch, refreshments and handouts**. For registration, please complete the registration form and send to Miss Tiffany Ho by fax or by email as specified below. Please settle the fee by issuing a crossed cheque (please write your name at the back of the cheque) made payable to "The Hong Kong Polytechnic University" and send it by post to:

**Miss Tiffany Ho**

Knowledge Management Research Centre, Department of Industrial and System Engineering  
Room CD409, 4/F, Core F, The Hong Kong Polytechnic University, Hung Hom, Kowloon

**Seats are limited.  
Act Now!!**

Enquiries: Miss Tiffany Ho (Tel: 3400-3157, Email: [sinyi.ho@polyu.edu.hk](mailto:sinyi.ho@polyu.edu.hk))

## Workshop on Innovation Management

### Registration Form

Please return the registration form to **Miss Tiffany Ho**  
by fax at **2334-2441** or by email to [sinyi.ho@polyu.edu.hk](mailto:sinyi.ho@polyu.edu.hk)

Name: \_\_\_\_\_ Position: \_\_\_\_\_

Organization: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

	Fee (HK\$)	No. of Participants
Full Fee	\$900	
Member of HKKMS or KMRC	\$720	
<b>Total Fee:</b>		

Signature: \_\_\_\_\_ Date: \_\_\_\_\_