Vocational Training and Business Education

Innovation projects and innovation competence for sustainable development in the retail sector

The aim of this pilot project is to develop, test and evaluate instruments (INE toolbox) for small and medium-sized enterprises (SMEs) in the retail sector. The INE toolbox is used for the planning and realization of sustainability-oriented innovation projects and effectively increases the innovation competence of project participants.

Model of innovation competence

Studies on modelling innovation competence show that expertise and personal competence are especially important for the successful implementation of innovations (see figure 1). Sufficient knowledge is necessary in order to identify connections to existing solutions (expertise). At the same time, a critical and open-minded attitude towards existing solutions as well as creative and independent use of existing knowledge are required for innovations (personal competence).

![Figure 1: sustainability-oriented innovation competence](image)

Expected practical results

- Twelve innovation projects of the participating companies
- Increased innovation competence of company staff
- Efficient, comprehensible and applicable instruments which, together with a manual, are available on the internet free of charge as an open educational resource

Expected research results

- A verified test of knowledge about sustainable management
- A verified topic-specific epistemic beliefs questionnaire on sustainable management
- Methods for changing epistemic beliefs
- A scientific model of sustainable management

References


