

Where the world of ideas and global business converge

NORTHWESTERN UNIVERSITY

Kellogg School of Management

Center for Research in Technology & Innovation

It is an innovation environment unlike any other: A global hub at the precise point where academic endeavor converges with real-world business practice.

The Center for Research in Technology & Innovation (CRTI) at the Kellogg School of Management connects and collaborates worldwide with academics, researchers and leaders from business, industry and government to transform knowledge into value.

Innovation at the intersection of ideas and practice

Innovation happens continuously at the Center for Research in Technology & Innovation. Here are just a few examples.

Transforming corporate marketing capabilities
Since 2002, CRTI has collaborated with Microsoft to create a comprehensive curriculum for advancing the company's marketing capabilities and processes, touching more than 5,000 executives worldwide through virtual and instructor-led education.

Stimulating a wave of innovation
Innovation Radar, a framework developed by CRTI researchers, has become the tool of choice for stimulating, measuring and diagnosing business innovation in more than 1,000 companies in five Scandinavian countries and has the potential to become the worldwide standard.

Informing global intellectual property policy
Since 2007, James Conley, CRTI faculty member, has served on the Trademark Public Advisory Committee of the US Patent and Trademark Office and has played an active role in the World Intellectual Property Organization helping to promote intellectual asset protection worldwide.

Creating opportunities for MBA students
In the midst of the economic downturn, CRTI provided $250,000 to fund innovation internships for 35 Kellogg MBA students. Students were able to engage with start-ups, NGOs and other institutions in developing nations who couldn't otherwise invest in top-tier scholar opportunities.

Connecting and collaborating for value creation
Innovation in business education and practice has always been the hallmark of Northwestern University's Kellogg School of Management. At the Center for Research in Technology & Innovation, it is our passion.

We connect and collaborate to:

- *Advance knowledge* in the domain of technology and innovation
- *Share knowledge* through an ever-expanding global network
- *Transform knowledge* into intellectual capital and economic value



Advancing and expanding knowledge

Leadership
CRTI stimulates innovation activities, creatively combining diverse inputs and channeling them toward common purpose by:

- Conducting independent research and enabling others to do the same
- Networking the brightest minds in productive dialog and collaboration
- Partnering with corporations to develop sustainable innovation capabilities

Collaboration
CRTI builds enduring, multi-dimensional relationships. All CRTI initiatives—from scholarship support for individual students to collaborative ventures with global enterprises—are based on a model of co-creation, co-design, co-development and co-implementation.

- *Corporate partnerships* define key issues at the forefront of technology management and innovation to guide research, solicit feedback and inform future investigations.
- *Collaborative research* with corporations, institutions and government ranges from leading-edge innovation practices at Global 2000 companies to military and network technology management.
- *Global academic network* stimulates research and knowledge sharing through journals, books, seminars and symposia.

Sharing knowledge and creating opportunities

Global Networking
Through innovation and technology networks, CRTI exemplifies the collaborative model of knowledge creation for business value.

- *KIN. Kellogg Innovation Network*
  The Kellogg Innovation Network (KIN) is a platform for on-going collaboration between Kellogg faculty, corporate innovation leaders, nonprofits and government. Founded in 2003, the KIN facilitates strategy and management dialogue to promote innovation-led growth and build long-term value.
- *KTN. Kellogg Technology Network*
  Senior information technology leaders across multiple industries focus on critical management issues, such as managing complexity, sourcing globally and leveraging IT to drive growth and profitability. They collaborate to define best practices and find new technology solutions.

Global Impact
CRTI helps define the future of innovation and intellectual capital worldwide through active involvement and leadership in government agency initiatives, standard-setting and advisory bodies, and other academic institution programs. Through partnerships, such as with the World Intellectual Property Organization (WIPO), CRTI continues to expand its influence as a global innovation hub.

Academic Excellence
CRTI advances education and research through:

- Social innovation fellowships, scholarships, action learning opportunities and internship programs for students
- Research grants for Kellogg faculty in innovation and technology
- Senior fellowships for experienced executives
- Visiting faculty and post-doctoral fellowships

Transforming knowledge into value for all

Intellectual Capital
By tapping into the best of both worlds, academia and business practice—CRTI maintains its relevance and value to both by creating intellectual capital—articles, books, and case studies—to inform cutting-edge business practice.

Business Value
Innovation capabilities are critical for our clients' success. CRTI brings real-world insight and domain expertise into specific areas of business practice, including:

- Improved business performance
- Optimizing technology applications
- Enhancing customer relationships
- Driving innovation in product or service development
- Creating competitive advantage
- Fostering sustainable growth

Organizational Capabilities
CRTI helps build individual competencies and organizational capabilities required to sustain innovation and deliver shareholder value. We offer purpose-driven education and training along a continuum of increasingly interactive and collaborative offerings and initiatives.

- MBA courses
- Executive programs
- Customized capability development

Collaborate. Educate. Innovate. With CRTI.

For more information on the Center for Research in Technology & Innovation, including the Kellogg Innovation Network (KIN) and Kellogg Technology Network (KTN), Executive MBA and Open-Enrollment programs, Corporate Capabilities Development programs, or research and scholarship opportunities, contact:

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