

INTERNATIONAL WORKSHOP

INTERNATIONAL WORKSHOP ON HIGHER EDUCATION ON HIGHER EDUCATION

Innovation, strategy and competitiveness in the exponential world

Technology is the real driver of globalization. No other dimension of innovation can create competitive advantages at the scale and scope that technology does. What are the keys of strategy in the global world? What is the nature of innovation and what is its relationship with strategy? What is the role of technology? And how can we create innovative ecosystems?

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