

SRM University- Kattankulathur

Workshop on Technology, Transfer and Innovation

10th Oct, 2014

EEE Seminar Hall

The Programme's objective is to highlight the fact that the general point of view innovation can be understood as a process from idea generation to commercialization – bringing the idea or invention to the market as a new product, process or service through the phases of idea generation, research and development, product development, marketing and selling a new product or service. The session focused on how the idea becomes an invention, when it is converted into a tangible new artifact and stressed that the inventions are necessary seed for innovations, but the inventions do not inevitably lead to the innovation.

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