



Innovationswettbewerbe und Incentives: Zielsetzung, Hebelwirkung, Gewinne (essentials) (German Edition)

Jürgen E. Wenger

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Die Anzahl der Innovationswettbewerbe und deren weltweite Bedeutung nahmen in den letzten Jahren immer weiter zu. Insbesondere die Gewinne von Innovationswettbewerben sind mannigfaltig und von steigendem Wert. Viele kreative und engagierte Menschen in der ganzen Welt, aus allen Altersgruppen und Gesellschaftsschichten, nehmen an Innovationswettbewerben teil. Die Zielsetzung eines solchen Wettbewerbs kann sehr unterschiedlich sein. Auf Basis dieser verschiedenen Zielsetzungen werden sieben Grundtypen von Innovationswettbewerben hergeleitet. Dabei spielt die Gestaltung der Gewinne eine wichtige Rolle, denn diese bietet eine Möglichkeit zur Beeinflussung der Teilnahmebereitschaft, der Leistungsbereitschaft der Teilnehmer und der allgemeinen Attraktivität eines Innovationswettbewerbes.

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