



CERFUM

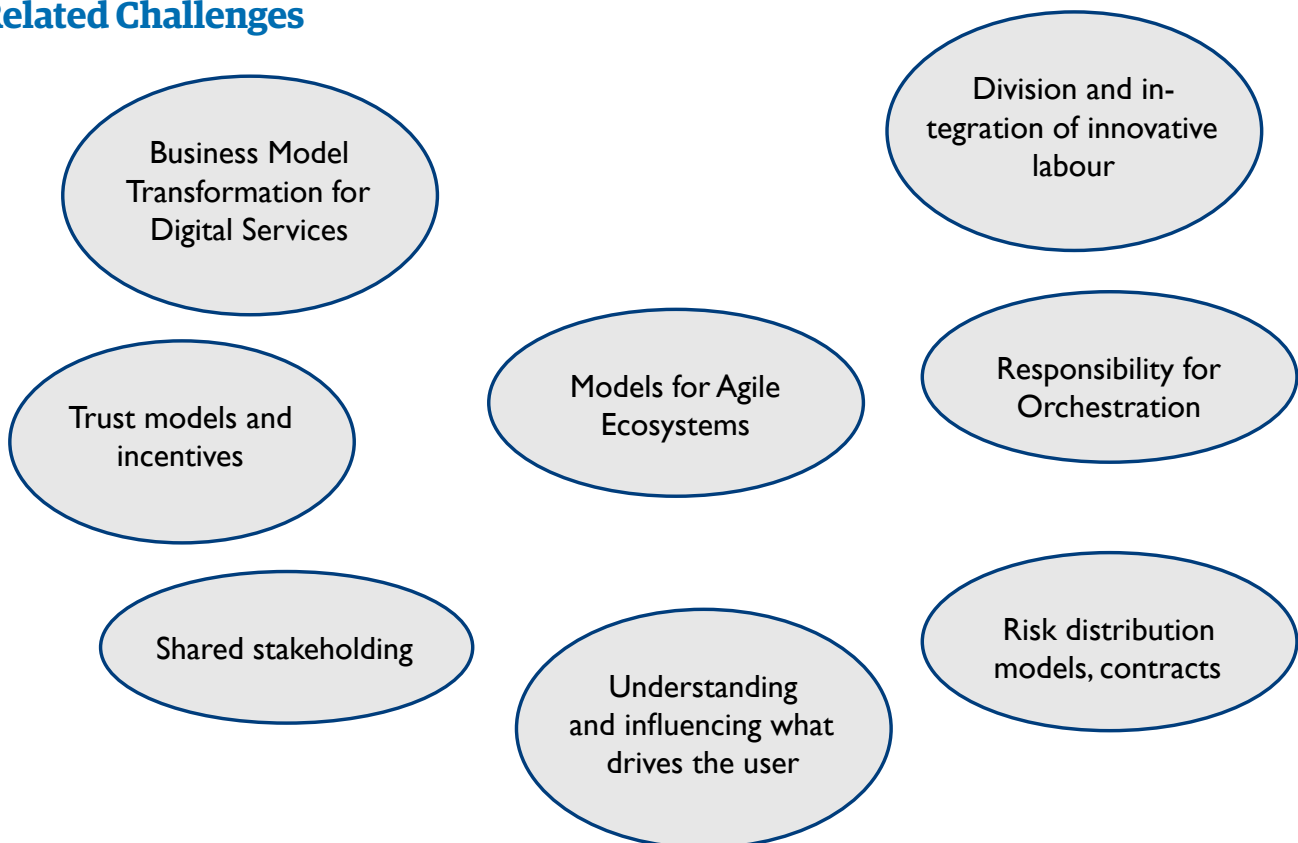
Project Proposal

Leadership for Innovation

Project idea

Traditional business models where different partners (e.g., OEMs and suppliers) had fixed contracts or went into joint ventures are not effective in the future mobility landscape. Due to digitalization, the partners form an agile ecosystem where they can dynamically and efficiently hook on and hook off. In this project, we will study how leadership for innovation can be achieved via modeling the new ecosystems, with specific focus on the transformation process. We will study concrete examples in order to improve effective agile partnership towards future innovations.

Related Challenges



Involved technologies/scientific expertise:

- Business model innovation process, business ecosystem, internationalization
- Digital service innovation
- Organizational culture
- Law, international law, intellectual assets, contracts
- Innovation systems (policy)
- User / behavioral analysis: customer journeys, value proposition canvas
- Finance, money management

Centre for Future Mobility Solutions

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Short descriptions of challenges:

- How does one produce a model for the agile ecosystem, which enables hooking on and off?
- What are the contract forms for such agile ecosystems?
- How to model and build up trust and the trust culture?
- How to limit / reduce asymmetry in risk distribution?
- How to create the demand / market?
- What kind of facilitators and regulators need to be there in an ecosystem?
- How to orchestrate (develop and implement) an agile public-private relation?
- Balance between product- and service-oriented business models?
- How to assure quality in integrated services?
- How to balance between the hardware (product) development / ecosystem and service development?
- In the transformation process, how to prioritize what has to be kept and what has to be changed?
- What are the commonly useful patterns among different systems and what are the variability points in various agile ecosystems?
- How to analyze the difference license models and their interaction and compliance?
- Coupling between business-, product-, and service innovation. How does technology-, service-, and business-development interact?
- Scenario-driven innovation and forecasting, customer journeys.
- Perspectives B2B2C

Call for partners

Halmstad University together with a number of partners will join to meet the challenges in the area. We are now looking for companies who want to take part in this work, and together with other companies and researchers from the university investigate the possibilities and challenges in Future Mobility Solutions.

Possible partners/industry sectors:

Combitech AB, NEVS AB, Cactusrail AB, Halmstad Municipality, Joint venture (Alibaba,...), Volvo (AB, VCC, Buses), CabOnline, Transdev, Hallandstrafiken, Västtrafik, Clemion, Huawei, Ericsson, IBM (Zurich, Ireland), Bosch, Incubators, Venture capitals, HMS

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