

3 credits

Corporate Foresight

Abstract

As evidenced the world practice, Strategic Foresight is one of the most effective long-term forecasting tools for companies' economic and technological development, providing a comprehensive view of the complex and diverse factors determining the dynamics of supply and demand on relevant markets coupled with technological trends. The main feature of Strategic Foresight for companies is a focus not on the identification of the most probable future, but on the formation of a priorities system and the conditions necessary for their implementation — a system of measures in the form of a roadmap and favorable institutional environment. The course will consist of lectures and seminars based on recent academic work from different academic perspectives; case studies and state of the art approaches applied by practitioners and interactive business games.

Course Director

Konstantin Vishnevskiy**Bio**

Dr. Vishnevskiy holds a PhD in Economics, he is the Head of the Department for Private–Public Partnership in Innovation Sector at the ISSEK, Higher School of Economics. Konstantin has long-standing experience in the development of roadmaps, the elaboration of Foresight methodology, corporate innovation development programs, and the integration Foresight into government policy. He has participated in and led groups in 100+ high-level research projects on Foresight of S&T development both in Russia and abroad. He has written about 70 scientific publications and made about 80 reports at professional conferences and workshops concerning Foresight, roadmapping and innovations.

Competences

- Knowledge of methods for corporate foresight
- Knowledge of best foresight practices at companies
- Ability to plan and launch foresight projects.
- Skills to use corporate foresight in priority-setting.
- Skills to use roadmapping in decision-making.

References

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- Battistella, C. (2014). The organisation of Corporate Foresight: A multiple case study in the telecommunication industry. Technological Forecasting and Social Change, 87, 60–79
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