



Research Forum

Date: October 20, 2009 (Tuesday)
Time: 2:45 pm – 5:30 pm
Venue: Lecture Theatre B, Block B, Cyberport 4
100 Cyberport Road, Hong Kong

Program Rundown¹

2:45 – 3:00	Registration
3:00 – 3:10	Welcome Speech <i>Prof. Chung Jen Tan</i> Chief Executive Officer, LSCM R&D Centre
	LSCM R&D Funding Program Announcement
3:10 – 3:30	New IP arrangements & Technology Roadmap <i>Mr. Anthony Kwok</i> Manager, Industry & Technology Programs, LSCM R&D Centre
	Keynote Speech
3:30 – 4:30	The Innovator's Journey: Fulfilling the Promethean Promise <i>Prof. Andres Fortino</i> Associate Provost for Corporate Graduate Programs Polytechnic Institute of New York University, USA
4:30 – 5:30	Networking Hour ²

¹Program rundown is subject to change without prior notice.

²Prof. Andres Fortino is interested to meet people who are thinking of further study in the Polytechnic Institute of NYU Engineering School, interested students are welcome to discuss with Prof. Fortino during networking hour.



Keynote Speech

The Innovator's Journey: Fulfilling the Promethean Promise

Prof. Andres Fortino

Polytechnic Institute of New York University, Brooklyn, NY USA

Abstract

The story of the rise and influence of electronic commerce is founded on innovation. It rides the foundational innovation of computer networks and the technology of the Internet and it has pushed the frontiers of the use of the Internet with its own relentless innovative march. And the field needs to stay innovative to survive and to keep adding value. It is safe to say that the two, e-commerce and innovation, are synonymous. Innovation is people adding value by implementing new ideas. At the heart of that definition is the individual. Understanding the journey of the innovator is fundamental to fostering the innovation that will keep e-commerce vital and profitable. Joseph Campbell has shown us that since ancient times myths teach us profound lessons on the path of heroes that fulfill certain roles in society. One such role, the innovator, has a deep tradition in myths of all societies. It is well to understand these myths and what the lessons they teach us about the innovator's journey. By observing the characteristics of the path and the motivation of the individual, we are better positioned to educate innovators, to nurture them so they are productive in our firms, to recognize them when we are ready to employ them and to clear a path to be innovative when they are ready to implement an idea. Many ancient myths and stories of heroes in the west are available to study the innovator's journey. The myth of Prometheus and the story of Odysseus are two powerful examples. In the east we see the classic Chinese story Journey to the West and the myth of the Yellow Emperor containing powerful lessons as well. In this paper we will examine these myths to teach us the elements of the innovator's journey and what lessons we may learn to nurture innovation and innovators who benefit our firm and to educate the future innovators who, we trust, will push the frontiers of e-commerce.

Biography

Prof. Fortino is Associate Provost of Polytechnic Institute of NYU. He holds bachelors and masters degrees in electrical engineering from City College of New York and a PhD in electrical engineering for CUNY. Before joining Polytechnic University he served as Dean of the Marist College School of Management. He worked for IBM Corporation in semiconductor research and development. He holds two patents and ten invention disclosures. He has more than 40 years of experience in the information technology industry and in academic administration. He holds a PE license in electrical engineering as well as a Master Electrician's license. He is a founding member of the Society for Information Management and the CIO Roundtable. He is a member of the Academy of Management and is a Senior Member of IEEE. The author of eight books, Prof. Fortino has published over forty papers and made over eighty technical presentations. His major interests are innovation and technology management.