

הנדך מוזמן/ת להרצאה סמינריונית של הפקולטה להנדסת מכונות שתתקיים ביום ד' 1.05.2019
(כ"ו בניסן, תשע"ט), בניין דן קאהן, חדר 217, 13:30.

מרצה: נפתלי קולונטרו

מנחה: פרופ' ח איתן נווה, הפקולטה להנדסת תעשייה וניהול

על הנושא:

Innovation, Quality and in between

The seminar will be given in Hebrew

תקציר ההרצאה:

In the modern economy, the companies must not only generate innovative ideas, but it is also important that quality be issued. The technology sector must not only generate exciting, creative ideas, but also high quality products and services. The question is how we can combine and increase both parameters. Can quality and innovation support each other? Which managerial approach can harm or improve the relationship between them? Does risk taking necessarily increase innovative levels and decrease quality?

In this seminar, we will try to understand and settle the tension between innovation and quality as well as optimize managerial approach in order to gain both of them.

בברכה,

פרופ' ח איתן נווה

מרכז הסמינרים