



ETHICS, BUSINESS & INNOVATION?

Values in management: ethical business as driver of innovation

START

Companies are thematically determined by change and crises and are therefore under constant pressure to act and change. Business scandals of recent years – such as Volkswagen's use of fraudulent software for diesel engines or Wirecard's series of accounting manipulation – point to a sometimes extreme lack of responsible ethical leadership. Especially in times of change, the global social responsibility and value orientation of companies is extremely important. A company's values also play an increasingly important role in the growing global competition for innovative products and services, as well as the best talents and human resources.

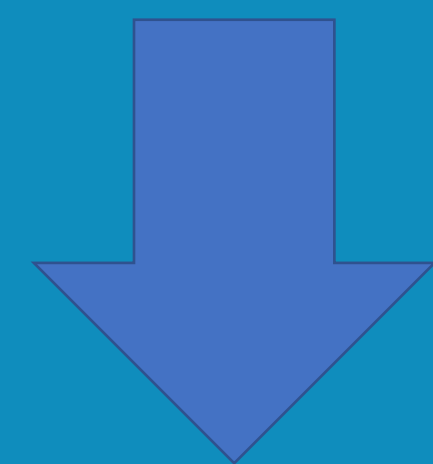
GOAL

An overall research question emerges from the various scientific articles:

Which values within entrepreneurial decisions have a concrete positive effect on organizations?

The aim is to identify these values and their modes of action.

I focus on the contribution of these modes of actions to guide innovations.



Values-based leadership in SMEs

How do ethical corporate decisions influence the behavior of employees, their satisfaction, self-motivation and creativity, as well as innovative ideas - thus also the overall innovative capacity of the company? Is there a correlation between value orientation and innovation?



Values in innovation management with a focus on European and Latin American partner companies

Which innovations are identified in the field of the companies under study? How do successful companies differ from those that innovate less successfully, and what role does the ethical attitude play in this?



Changing perceptions of values-based management

How do the course content, interviews, and case studies of ethical business practices change students' perceptions?