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Problem Formulation: Identification of the ‘Right’ Problem for Improved Innovative Performance

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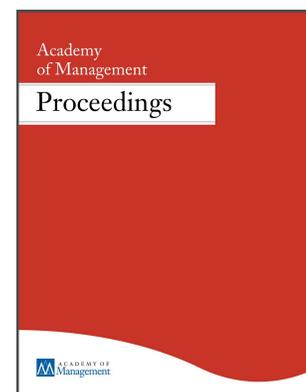
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Abstract

Problem solving is “a search through a vast maze of possibilities” but also a key mechanism to explain superior value creation of organizations, entrepreneurs, and innovations. Problem formulation provides the base for understanding the problem. Problem formulation addresses the identification of the ‘right’ problem, and how to capture the problem characteristics to find superior solutions. Yet our understanding is limited. This symposium brings together leading experts and recognized authors in the field to shed light on the topic, stimulate research, foster community interaction, improve problem solving progress and thus improve our lives.





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