


Agenda InnoFrugal – Research Day (27.09.23)

08:30
a.m. **Arrival and Registration**
CEST

09:00
a.m. **Greetings and Opening Remarks**
CEST Dr.-Ing. Florian Herrmann, Deputy Director of Fraunhofer IAO (DE)

09:15
a.m.  **Keynote: InnoFrugal Conference: The Past and the Future**
CEST Venkata Gandikota, Co-founder of InnoFrugal (FI) and Visiting Fellow at Cambridge Judge Business School (UK)

09:30
a.m.  **Presentation: The rise of Frugal Innovation in Research**
CEST Adrian Sins, Scientist at the Center for Frugal Products and Manufacturing Systems at Fraunhofer IAO (DE)

09:45
a.m.  **Presentation: FRANCIS: Frugal Innovation by Citizens for Citizens**
CEST Solène Delarue, Project Manager at Agorize (FR), Rachel O'Boyle, advisor at The Behavioural Insights Team (UK) and Gencer Özkazman, Innovation Manager at BSH Turkey (TR)

10:15
a.m.  **Coffee Break and Lab Tour**
CEST

✂ Session 1 – Creating Frugal-friendly Policies
Moderation: Online: Carmen Antuna Rozado, Senior Scientist at VTT (FI) and on site: Martin Maga, Senior Scientist at Fraunhofer IRB (DE)

11:00
a.m. **How Should a Government Be? Implications of Frugal Innovation**
CEST Prof. Jaideep Prabhu, Professor of Marketing at Cambridge Judge Business School (UK)

Psychological Barriers to Innovation Adoption among Smallholder Farmers: An Integrative Study and Policy Strategies
Nopparuj Chindasombatcharoen, Researcher at the Thailand Development Research Institute (THA) and PhD candidate at the University of Cambridge (UK)

12:30
p.m.
CEST

 **Lunch break**

✂ Session 2 – Linking Sustainability, Digitalisation and Frugal Innovation

Moderation: Online: Giovanna Sanchez Nieminen, Senior Scientist at VTT (FI) and on site: Benjamin Schneider, Senior Scientist at Fraunhofer IAO (DE)

01:30 Frugal Digital Solutions

p.m.
CEST Allan A. Báez Morales, Director of Programs and Partnerships of the Frugal Innovation Hub at Santa Clara University (US)

Frugal Digital Innovation & Transformation: Impacting Business, Society, and the Environment

Prof. Dr. Rajnish Tiwari, Professor of Business Administration and Global Innovation at the Fresenius University of Applied Sciences (DE)

03:00
p.m.
CEST

 **Coffee Break**

✂ Session 3 – Insights into Recent Studies on Frugal Innovation

Moderation: On site: Martin Maga | Senior Scientist at Fraunhofer IRB (DE)

03:30
p.m.
CEST

Characteristics of Frugal Innovations: Insights from an Empirical Study

Prof. Dr. Ingo Liefner, Head of the Institute of Economic and Cultural Geography of the University of Hannover (DE)

Frugal Innovation in the Machine and Plant Engineering Industry: Results of a Study by the German Engineering Federation VDMA

Liza Wohlfart, Senior Scientist and Head of the Center for Frugal Products and Manufacturing Systems at Fraunhofer IAO (DE)

04:15
p.m.
CEST

 **Presentation: Frugal Innovation: The Malaysian Experience**

Susana Binti Kamaruddin, Principal Engineer at the Industrial Research Management Centre of SIRIM Berhad (MY)

05:00
p.m.
CEST

 **Presentation: Frugal Innovation Revisited: How to Develop Frugal and Sustainable Innovations**

Jonas Fröhlich, Scientist at the Institute for Entrepreneurship and Innovation Research ENI at the University of Stuttgart (DE)

05:30
p.m.
CEST

 **Snack & Chat**

07:00
p.m.
CEST

 **End of Day**
