



Project Activities

... more teaching ... this time with Prof. Klaus Menrad

Prof. Dr. Klaus Menrad from Weihenstephan-Triesdorf University of Applied Science taught module III "Searching for Innovation Opportunities" and module VI "Implementation 2 – Adoption and Diffusion" in March together with his Tunisian colleague Amène Khalifa, who dealt with the question of spreading and diffusion of ideas, innovation adoption across populations, the key influences on these decisions to adopt and how high technology marketing can be used to cross the adoption chasm. Module III, on the other hand, looked into the sources of innovation, ways of searching for these sources, absorptive capacity as well as knowledge management. It was an interesting, fun experience for everyone and Professor Menrad was delighted to be able to share his knowledge with our enthusiastic DICAMP students.



Prof. Menrad with DICAMP students



Project Partners

The Teaching Team



Prof. Klaus Menrad

Professor Dr. Klaus Menrad is the head of the Chair of Marketing and Management of Biogenic Resources of the Weihenstephan-Triesdorf University of Applied Sciences (HSWT) and director of the Straubing Center of Science. He studied agricultural sciences at the University of Stuttgart-Hohenheim with a specialization on economics and social sciences of cultivation. Prof. Menrad obtained his doctoral degree at the „Institut für Agrarpolitik und Landwirtschaftliche Marktlehre“ of the University of Hohenheim. Later on he worked as project manager at the GfK AG and as senior scientist at the Fraunhofer-Institut für Systemtechnik und Innovationsforschung (ISI). He habilitated at the Faculty of Agricultural Sciences of the University of Hohenheim and works on the special subject „Agricultural commodity market analysis and marketing“.



Dr. Amène Khalifa

Dr. Amène Khalifa is an Assistant Professor at the École Supérieure des Sciences Économiques et commerciales de Tunis (ESSECT) and an Associated Researcher at the Laboratoire d'Intégration Economique Internationale (LIEI) at the Faculté des Sciences Economiques et de Gestion de Tunis (FSEGT). She graduated with a master's degree in 1993 at the FSEGT and completed her diploma of extensive studies in 1999 on the topic "Technological Imports and Economic Growth". In 2011, Amène finished her doctoral thesis "Accumulation of Technology and Learning via Exporting: Case of Tunisia and of South Korea" at the FSEGT. In the course of her career, Amène presented at conferences speaking about economic growth in Tunisia and other countries. She also works in international research teams and teaches courses in finance and economics.