



## Becas colaboración curso 2015/2016

Fecha: 18 Junio 2015

### Vicerrectorado de Investigación, Innovación y Transferencia

Subcomisión de I+D+i

Propuesta del departamento *ORGANIZACIÓN DE EMPRESAS*

**Núm Proyecto: 2015/28/00004**

#### **Responsable**

Segarra Oña, María del Val

#### **E-mail**

maseo@omp.upv.es

#### **Ext.**

76844

#### **Título proyecto**

Analysis of the eco-innovation level at the health industry.

#### **Valoración proyecto**

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#### **Descripción proyecto**

Eco-innovation is generally understood as any innovation that reduces damage to the environment although the definition is still under review and research in this field is still limited.

In this study, we would like to investigate the key aspects, if any, that drive eco-innovative activities at the healthcare firms.

We aim to look for healthcare technology industry-specific patterns in relation to the environmental orientation of firms.

We want to identify the drivers and barriers of eco-innovation which characterized the industry so managers can better assess their investment options in order to be innovative and sustainable

#### **Actividades a realizar por el alumno**

A good level of English is required.

Interviews preparation and its transcription, data search and data analysis.

The student will learn how to approach a research project.

#### **Horario**

TBD