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Abstract

With regard to research projects and proposals, managing resources is one of the key tasks of university leaders. In order to develop an innovative university, institutional strategy, institutional barriers, funding opportunities, and other issues have to be matched. The complexity of decision making, but also the need to facilitate research and innovation, underline the importance of an appropriate management approach. This article is intended to describe innovation management and innovation audit as approaches to move universities from merely managing research projects to marketable innovations. As decision makers in higher education need to become aware of the importance of innovation audits and of the evaluation of the innovation capacity of their institutions, but also to become informed of the various tools that exist, the article also illustrates different approaches to innovation audits and to the evaluation of institutional capacity to innovate. (HRK /

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