

INNOVATIONS IN THE MANAGEMENT

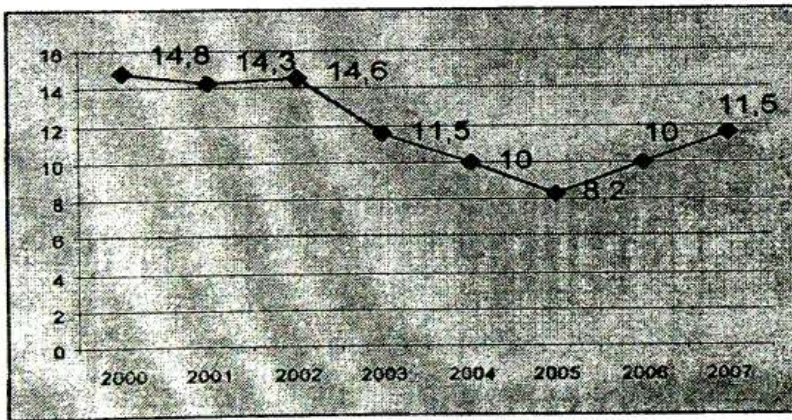
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Innovations are using new ideas causing to the creation of a new product, process or service. It's also means using new technology to produce new value and to bring the important changes in society.

Innovations lead to new products, services or systems, that add value or improve quality. It possibly involves technological transformation and management restructuring.

Experts have identified many types of innovations such as "Product Innovation" that entails the introduction of a new product or a service that is new or considerably improved, "Process Innovation" including the implementation of a new or considerably enhanced manufacture or delivery method, "Supply Chain Innovation" in which innovations transform the sourcing of input products from the market and delivery of output products to customers and "Marketing Innovation" which results in the evolution of new methods of marketing.

Researches have confirmed that all firms want to be more innovative. One research identified that almost 90 percent of firms think that innovation is a priority for them.



Specific weight of firms,
which introduced innovations, %

Importance of innovation is increasing, and increasing considerably.

In the graph you can see statistical analysis of innovations introducing.

Innovation is directly proportional to the higher of senior management.

If an established organization, which in this age necessitating innovation, is not able to innovate, it faces decline and extinction.

Every organization and business is feeling the impact of globalization, technological migration and knowledge revolutions. Innovation will bring added value and widen the employment base.

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