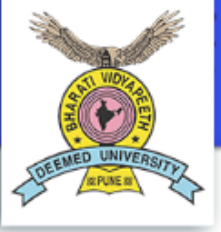




Unit -3 INNOVATION MANAGEMENT

Introduction & Meaning

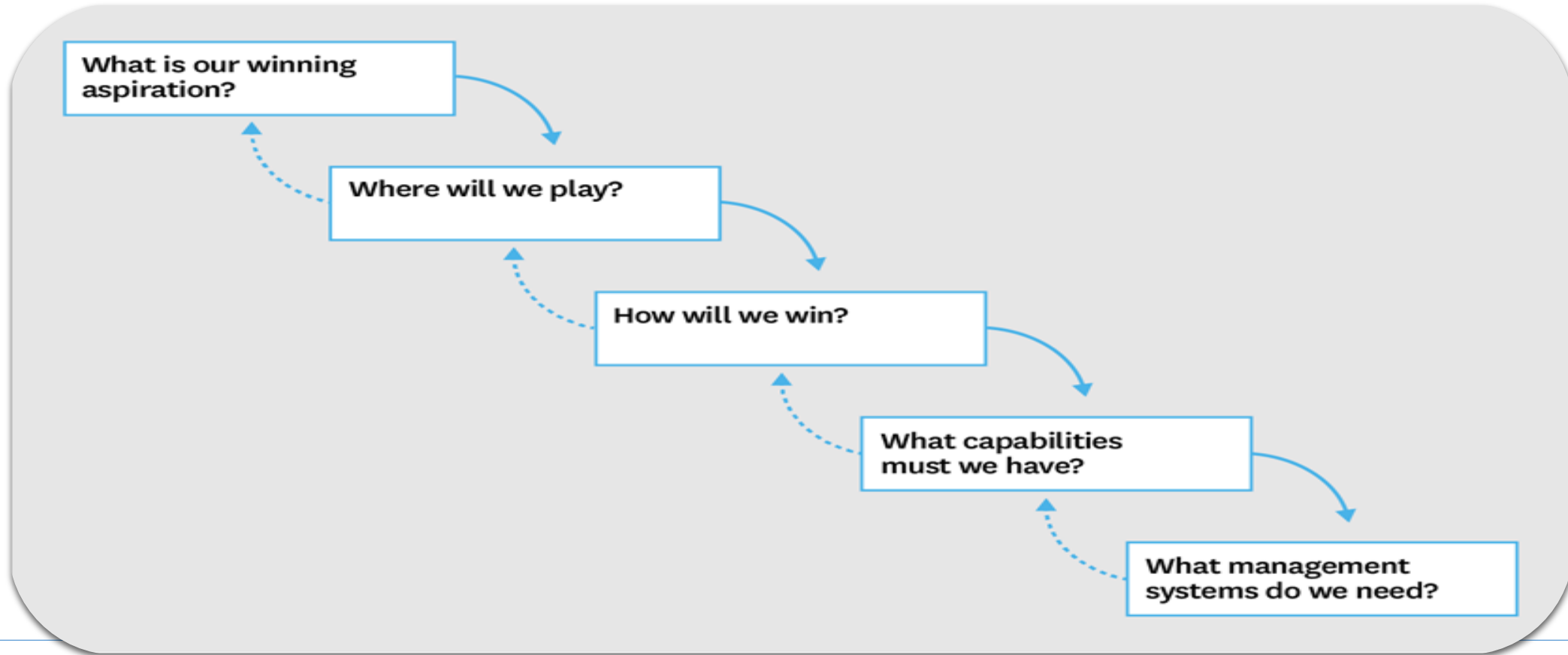
By: Dr Shabana Memon



Innovation Management Strategies:

According to Julia Kylliäinen, “Strategy is about making choices between a number of feasible options to have the best chance at “winning”, and innovation is just one of the means to achieve your strategic goals.”

Company must see to it that their innovation goals and overall business objectives create a unified vision.



Steps of Innovation Process –

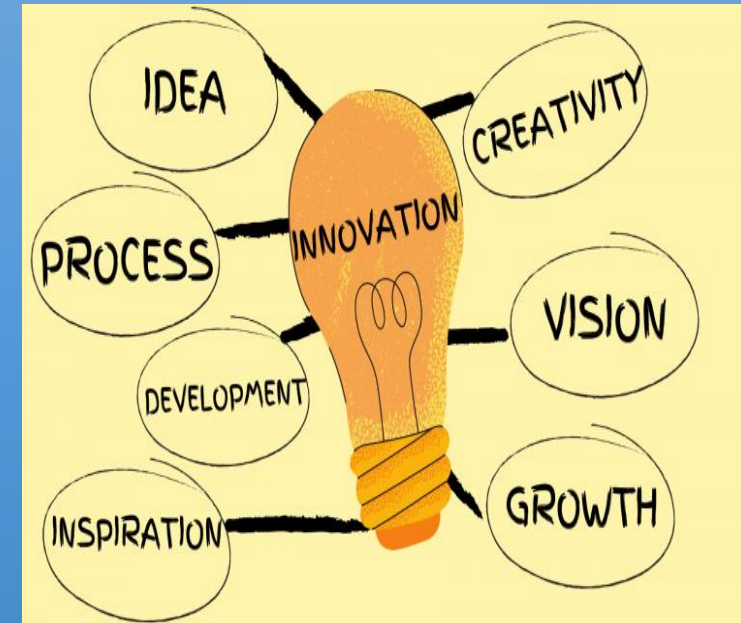
Step 1: Idea Generation And Mobilization

Step 2: Advocacy And Screening

Step 3: Experimentation

Step 4: Commercialization

Step 5: Diffusion And Implementation





Risks of the Innovation Process

- Technological Failure Of The Innovation
- Financial Strain
- Create Financial Models With Ease, Make An Accurate Financial Report Today
- Market Failure
- Redundancy
- Lack Of Capacity For Implementation
- Organizational Risks
- Unprecedented Risks



INTRAPRENEURSHIP AND INNOVATION ..



Intrapreneurship examples from International and Indian companies-

- Infosys Technologies.
- ITC India.
- Google (Alphabet)
- SAP Labs India.
- Bosch IERO.
- SONY Computer Entertainment.
- Ford Motor Company.
- Hindustan Unilever.



THANK YOU