

## **KM MATURITY MODELS AND KM SYSTEM APPLICATION**

### **INNOVATION AND KM**

Organization involve in innovation for achieving sustainable business existence. They involve in radical innovation and incremental innovation. When knowledge management is introduced in the organization, the organization expects incremental innovation in the products and services.

#### **Benefits of incremental innovation**

##### *1.Predicts the process of idea evolution*

Various steps are involved in building the product that comes out of incremental innovation. The changes are made based on the existing problem understood from the customer or to capture an untapped market segment or any other reason for which change in the current product is demanded.

##### *2.Possible to control various steps involved*

As the steps involved in innovation are planned, it is easy to bring in control over the quality of the steps and the quality of the output of different steps.

##### *3.Development is continuous*

Whenever companies plan for incremental innovation, the development is expected to be achieved over a period of time. Continuous development enables the organization to take the change process in a systematic way.

##### *4.Easier to anticipate customer reaction*

The inputs for making changes in the existing product is carried with the inputs from the customer and the understanding of customer queries and complaints. So by bringing in incremental innovation, organization can easily anticipate customer reaction.

##### *5.Provides safer development trajectory from conception to conceptualization*

The trajectory phases are easy to be traced and the development from the conception of idea to conceptualization indicates the growth in the innovation.

#### *6. Possess the nature risk-averse*

When compared to the radical innovation, the incremental innovation involves no/less risk. This is one of the important characteristics that enables almost all organizations to consider this type of innovation.

#### *7. Practices in the maximum number of companies*

Most companies involve in incremental innovation due to systematic, risk-free or less risk nature and the predicting of customer reaction. This also forces the companies to bring out more number of innovative products.

### **Methods to bring innovation in the organization**

1. *Encourage creative chaos:* A culture is needed that brings in creative ideas from employees.
2. *Provide individual and group autonomy:* Autonomy has to be given to employees to test their ideas and involve in change process. Moreover, autonomy at the group level enables the modification in process.
3. *Bring internal resource variation:* The resources needed for carrying out innovative activities need to be altered as such alterations help in evolving different products with varying parameters.
4. *Streamlining the procedures involved:* The procedures involved in carrying the day to day activities need to be streamlined as this will give confidence to employees to look for visible outcomes.

### **WEB LINK: KNOWLEDGE MANAGEMENT AND INNOVATION**

<https://www.youtube.com/watch?v=DNUwZctwwhw>