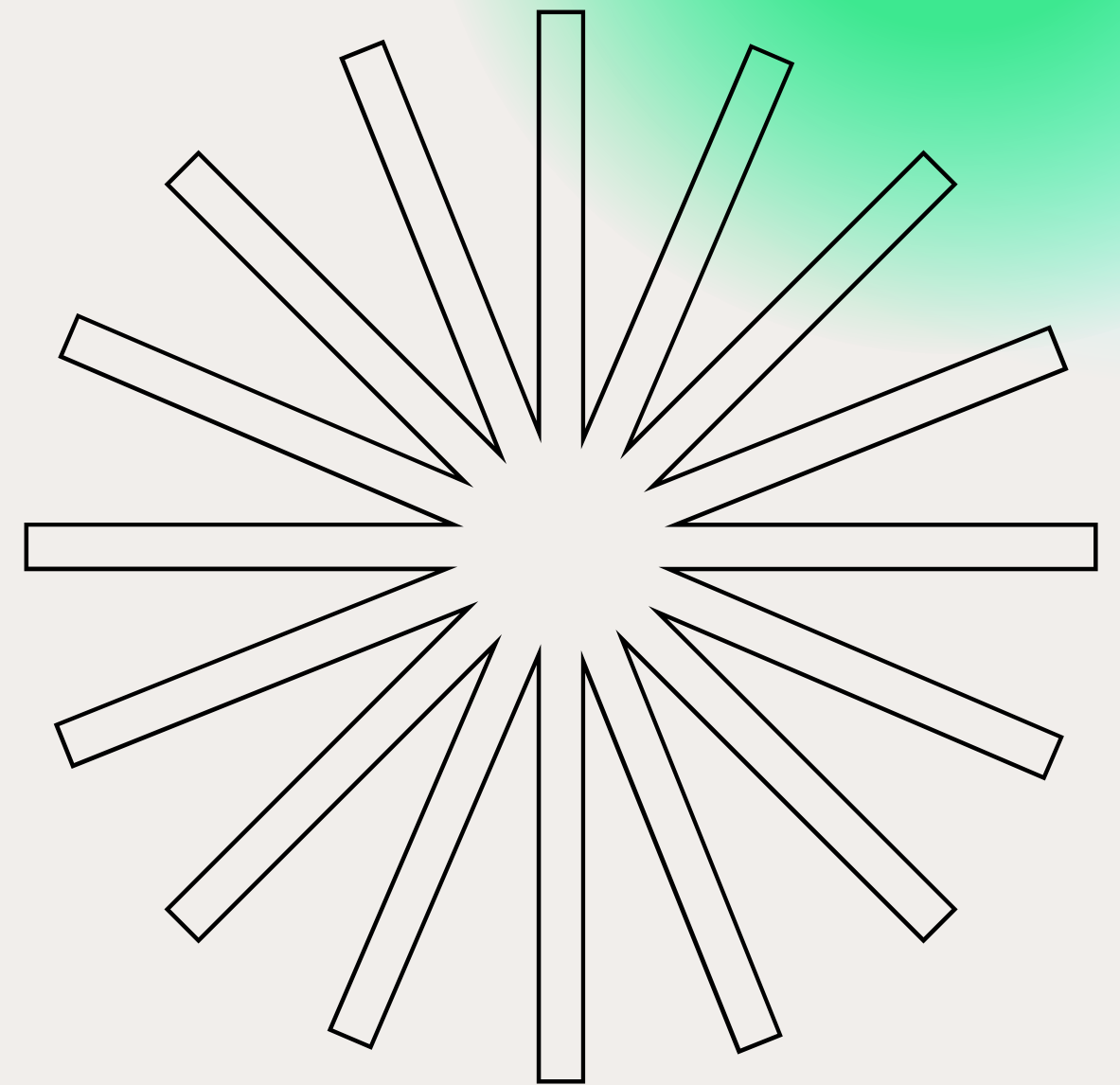


Innovation management

CONTENT

- Innovation management
- History



I.

Innovation is an innovation in the field of technology, engineering, management or labor organization, which provides an increase in the level of efficiency of the organization. Innovation can be based on the invention or the use of something already functioning in a new way, or a relatively new object

III.

Innovation management can consist both in the direct coordination of work on innovative products, and in the development of systems for managing innovation processes and economic relations, which is carried out at the highest level of the company's management

II.

Innovation management is one of the areas of strategic management related to the introduction of new products, production processes and economic relations

History

The innovation process has undergone changes in recent years. In the 50s and 60s of the last century, most of the innovations were the result of purposeful activities of the chain participants:

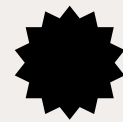
- fundamental research
- applied research
- experimental development
- experimental production
- serial production

Austrian economist J. Schumpeter in the 30s of the XX century in his works "Theory of economic development" and "Economic cycles" highlighted the role of the entrepreneur in the innovation process. Schumpeter believed that it is the entrepreneur who acts as a link between innovation and invention. The strategic goal of the organization's development, expressed in the formation of competitive advantages, forces company managers to create, implement, distribute and produce innovations

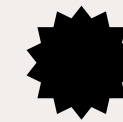
Objectives



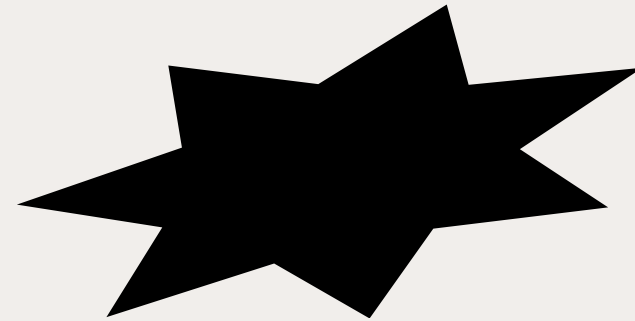
**Development,
improvement and
introduction of new
products**



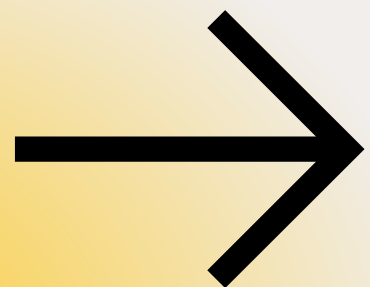
**Determination of the
main directions of
scientific, technical and
production activities of
the organization**



**Further modernization
and development of old
profitable industries and
closure of obsolete
production facilities**



Tasks

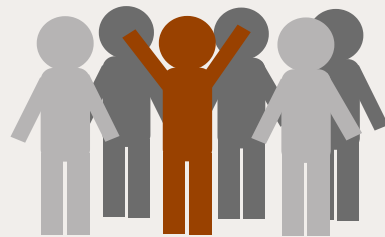


- information support of scientific, technical and innovative activities
- expertise of innovative projects to determine scientific, technical, environmental, economic, social efficiency
- financial and economic support of scientific, technical and innovative activities
- legal protection of the interests of participants in innovation activities
- promotion of the results of innovative activity and their practical development in industry
- training of specialists in the field of innovation management
- focus on innovation within the framework of the organization's mission
- innovation planning
- choosing optimal innovation strategies
- motivation of personnel to participate in innovations

Principles



Focus on future consumers



Leadership in innovation



Partnership relations with employees

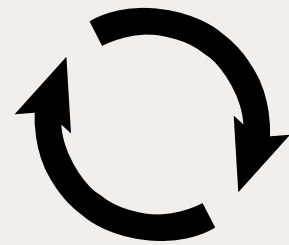
projects

Approach as a project

Principles



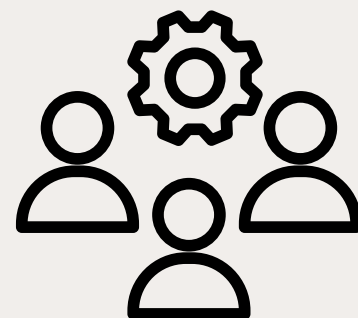
A systematic approach to management



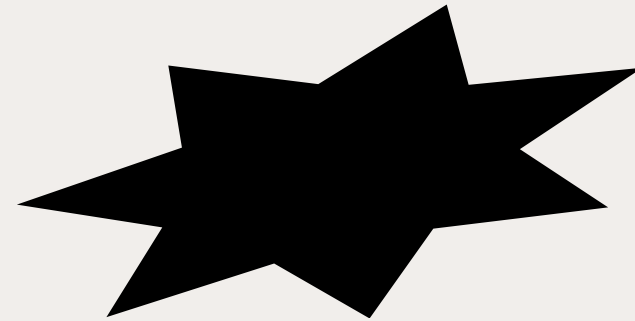
Continuous innovation



Search for unrealized opportunities

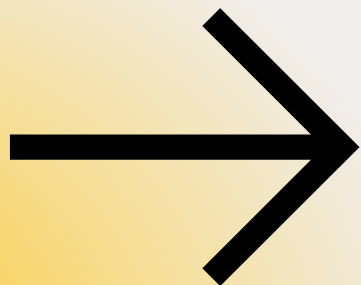


Strategic partnership



Functions

- forecasting
- planning
- organization
- motivation
- accounting and control
- analysis and evaluation



I.

The innovation process is commonly understood as the creation, dissemination and application of innovations, for example, the consistent implementation of an idea into a product through research, design development, etc. is an innovative process

II.

The innovation process is the transformation of scientific knowledge into innovation. This process can be represented as a sequential chain of events during which innovation turns their ideas into a specific product, technology or service, bringing a certain effect to the author and the consumer

III.

Classifications are usually divided by application areas into

- product
- technological
- organizational

Innovation process



The spread of innovation is an information process

Structure of the innovation process

The structure of the innovation process for material innovations:

- generating a new idea
- research work
- creation of a prototype
- mastering in production
- implementation
- mass release
- propagation (diffusion)

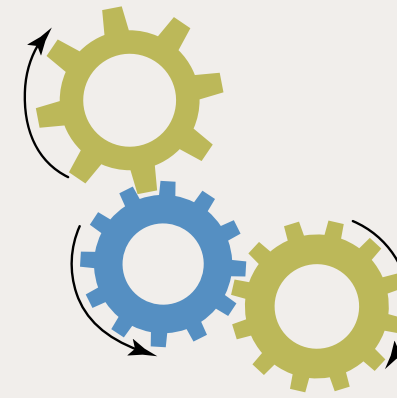
The structure of the innovation process for intangible innovations:

- the emergence of an innovative idea
- development
- implementation

Subjects of the innovation process



Novator



Innovator

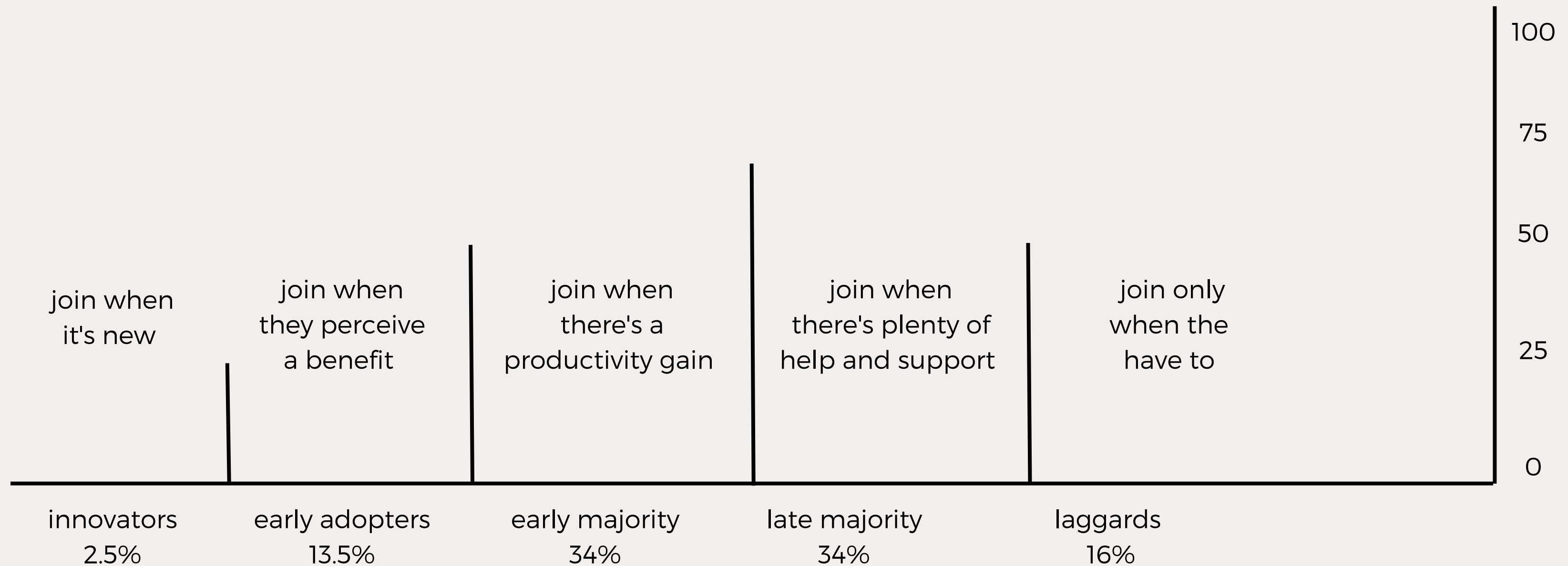


Early recipients



Investors

Subjects of the innovation process






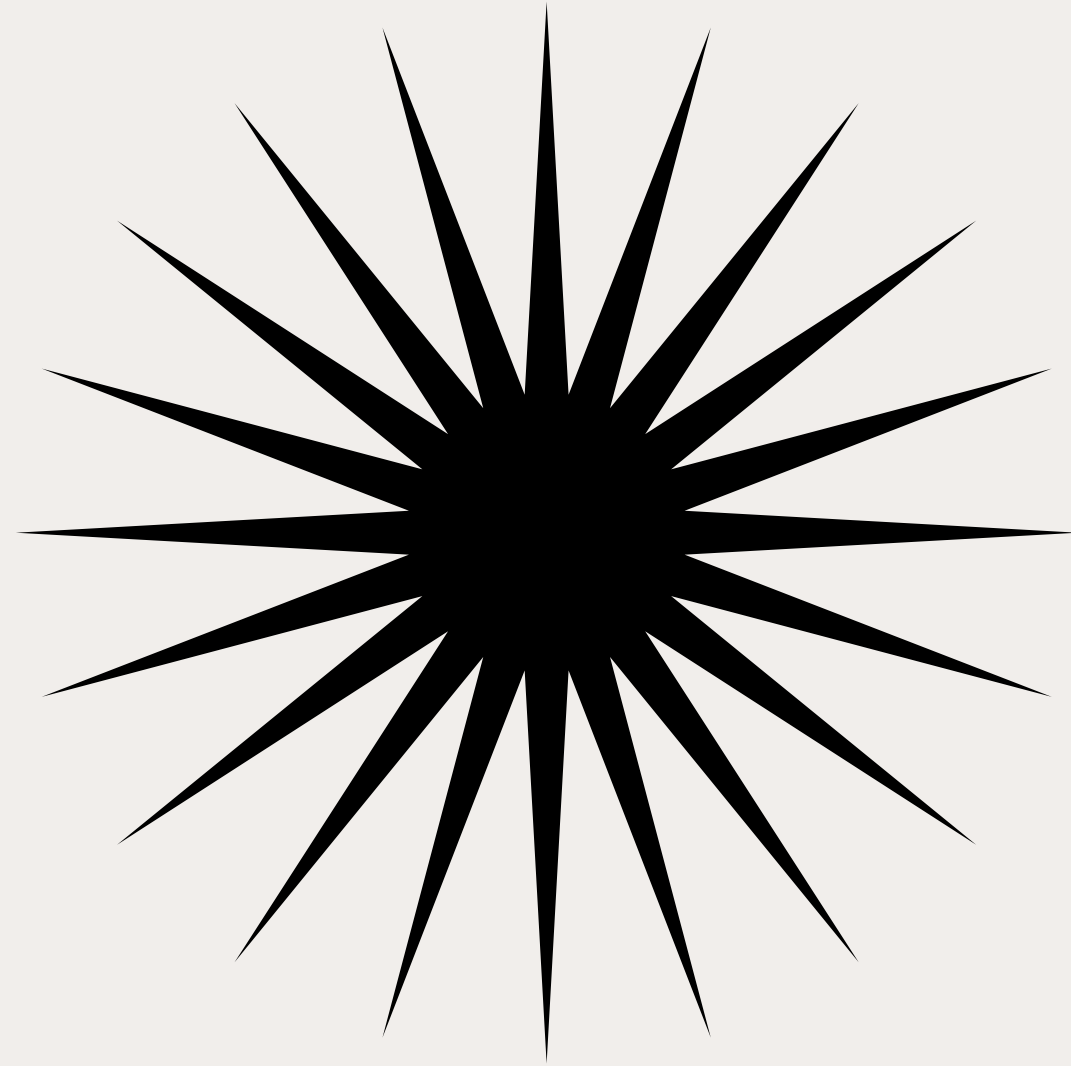
I.

Innovation infrastructure is defined by firms and organizations that accompany the entire cycle from generating new ideas to promoting scientific and technical products and providing legal, informational, patent-licensing, consulting services at various stages of the innovation process

II.

Innovation infrastructure - innovation and technical centers, scientific and technical information centers, marketing firms, patent offices, law firms, business incubators, technology parks, training centers





**Thank you for
your attention!**