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From Value to Innovation" Construct Model

By Manuel Fernandes

GRIN Verlag Sep 2011, 2011. Taschenbuch. Book Condition: Neu. 210x148x2 mm. This item is printed on demand - Print on Demand Neuware - Research Paper from the year 2011 in the subject Economics - Innovation economics, grade: none, - (Gestao Total), course: Economy - Theory of Competition, Competition Policy, language: English, comment: Professional tool to evaluate and create scenarios for business and innovation strategies. , abstract: Current existing business simulation and diagnosis models only consider a reduced number of factors or variables, most only two variables represented by 2x2 matrices, not linking multiple existing factors and variables related to the business environment in order to deliver a final and single output, which could be used as the core indication for the decision-making process. That has led to an important question: How can information represented in multiple 2x2 matrices be reduced to a single representation Or, in other words, can we interconnect two or more 2x2 matrices and create a new matrix that represents all variables in place Initially, the practical research work, which served as the base for this paper, focused on existing quantitative models of two and more variables and on their final delivered output. As none of those...



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