



IIT ROORKEE



NPTEL ONLINE
CERTIFICATION COURSE

Innovation, Business Models and Entrepreneurship

Steps of Innovation Management

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Organization's long term success depends on developing new ideas.



In too many organizations, innovation occurs by serendipity rather than by deliberate management.



Steps in Innovation Management

Collection of Ideas

Selection of Idea

Experimentation with Idea

Developing Business Model

Iterative Business Model – Diffusion & Creating Impact



Thank You

