

Innovation Management In Mature Business Organisations

- Malte Sunderkötter

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Innovation and Entrepreneurship is not only an important issue for new start-up companies but also within well-established big companies and firms. Without invention and innovation, every company will die sooner or later when younger corporations take over markets with better, cheaper or substitutive products and services. Thus, innovation management, understood as being the set of activities that firms undertake in order to yield new solutions within products, production, and administration, is an essential task for matured companies in order to keep their competitiveness. This leads to the question: What determinants of organizational culture have an influence on stimulating and promoting innovation in organizations? The main contribution of the proposed paper is a discussion based on topical literature on how a general framework for effective innovation management, customizable to individual situations and different firms, can look like. Besides the cultural and organizational aspects of innovation management in established firms, the proposed paper will particularly focus on the analysis and evaluation of the concept of innovation networks. Author: Sunderkötter, Malte Publisher: GRIN Verlag Illustration: N Language: GER Title: Innovation Management in Mature Business Organisations Pages: 00016 (Encrypted PDF) On Sale: 2004-01-01 SKU-13/ISBN: 9783638310987 Category: Business & Economics : Management - General

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