

INNOVATION MANAGEMENT

2. DEVELOPMENT OF INNOVATION MANAGEMENT

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2. Development of Innovation Management

- Innovation management is not just a matter of the last few years.
- Innovation has been part of the strategies of companies in the past near and far.
- The driver of corporate innovation strategies has been, is and will continue to be **globalisation and the associated increased competitive pressures** (*managers of companies all over the world have begun to realise that low price and acceptable quality alone can no longer be sufficient criteria for success and that the development of the company must be directed towards innovation*).



- Globalisation is of fundamental importance for the current and past development of innovation management.

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- Factors causing the increasing influence of globalisation tendencies on innovation management:
 - political liberalization;
 - new technologies - scientific research progress and the related technical sophistication of products and technological infrastructure;
 - regional trade organisations and communities;
 - a stable economic and political environment;
 - reduction of unit costs of production associated with international market penetration.

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- A different perspective on the factors supporting the impact of globalisation on innovation management:
 - competition;
 - customers and consumers;
 - supply (production);
 - framework conditions reinforcing the growth of the impact of globalisation on Innovation management.

2. Development of Innovation Management

- Competition:
 - the existence of global competitors;
 - parallel behaviour and imitation;
 - first-mover advantage;
- customers and consumers:
 - homogenization of demand;
 - saturation of domestic markets;
 - demand for new emerging markets;

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- supply:
 - high research and development costs;
 - short product life cycles;
- framework conditions reinforcing the growth of the impact of globalisation on Innovation management :
 - deregulation, cooperation and integration;
 - technological progress;
 - for example, international trade agreements that promote international trade and international research, the removal of obstacles and barriers to international trade, international research, etc.

2. Development of Innovation Management

- Thanks to globalisation, innovation is an absolutely key element of the success of companies, i.e. their development and competitiveness.
- Globalisation tendencies are getting stronger (*not only that these tendencies are growing, but the rate of growth is increasing*).



- Alongside this fact, it is clear that the influence and importance of innovation management is becoming more and more dynamic.

Thank You for Your
Attention