



MANAGEMENT OF ORGANIZATIONAL INNOVATION

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ABSTRACT

This study critically examines the concept of organizational innovation in the existing literature and to identify different strategies and approaches to the ways a manager can lead and manage innovation. Some studies emphasized on structural forms, adaptability and capability of the organizations as the foundation of the management of innovation, other models considered organizational atmosphere, participative management and incentives for innovation as the core requirement for managers to be able to organize and lead organizational innovation. Besides, the role of endogenous organizational forces including technological change, interests and power in shaping organizational transformation, societal values and capacity for learning were also considered as important variables in the management of organizational innovation.

Keywords: organization, innovation, management, change, organizational innovativeness

INTRODUCTION

The essential nature of the present day world underlies a very fast and competitive society where the ability to dictate changes and transformation adds the utmost value. A competitive advantage in managing innovation and creativity is the key to this ability (Drucker, 1985; Woodman et al., 1993). Hence, leading organizations particularly efficient managers are giving top priority to develop ways and mechanism for greater organizational innovation and creativity. Their attribution of innovation as central to competitiveness has been largely driven by the technological advancement, emergence knowledge economy and high scale non-price competition in the industrial and service companies. Organizations, particularly



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