

Typology of Innovation: Innovation Strategy and Innovation Performance

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ENOVA Project



- Developing Entrepreneurship and Innovation Minor Programs in European Research Area 2014-1-TR-KA203-013203 (241.610,00 EUR)
- The duration of the course program is 42 hours (14 weeks)
 - University of Hohenheim - Germany
 - University of Primorska – Slovenia
 - Brain+ - Austria
 - Aegean Exporters Assembly
- <https://enova.yasar.edu.tr/>



What will we learn?

- Basic Definitions and Concepts
- Strategic Focus of Innovation Management
- Strategic Impact of Innovation Management
- Strategic Management of the Entrepreneurial Resources
- Implementation of Innovation Strategy
- Strategic Control of Innovation Management

Innovation

- An innovation is the implementation of a new or significantly improved **product** (good or service), or **process**, a new **marketing method**, or a new **organisational method** in business practices, workplace organization or external relations.

(Oslo Manuel, 2003).

Strategic Focus of Innovation Management :

Fields of Innovation

- Product
- Process
- Marketing Method
- Organisational Method
- Business Model

Strategic Impact of Innovation Management: *Degrees of Innovation*

- Breakthrough Innovation
- Radical Innovation
- Incremental Innovation
- Soft Innovation
- Imitative Innovation

Innovation Strategy

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graph TD; A[Innovation Strategy] --> B[Focus]; A --> C[Purpose];
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Focus

- **Products / Services**
- **Process**
- **Marketing Techniques**
- **Organizational**
- **Business Model**

Purpose

– Impact

- | | |
|--------------------------|--------------------------|
| • Market Creator | – Breakthrough |
| • Market Changer | – Radical |
| • Market Enlarger | – Incremental |
| • Market Enhancer | – Incra-emotional |
| • Market Follower | – Imitation |
| • Market Cheater | – Fake |

Innovation types regarding to the purpose

- Market Creator – **Breakthrough**
- Market Changer – **Radical**
- Market Enlarger – **Incremental**
- Market Enhancer – **Incra-emotional**
- Market Follower – **Imitation**
- Market Cheater – **Fake**

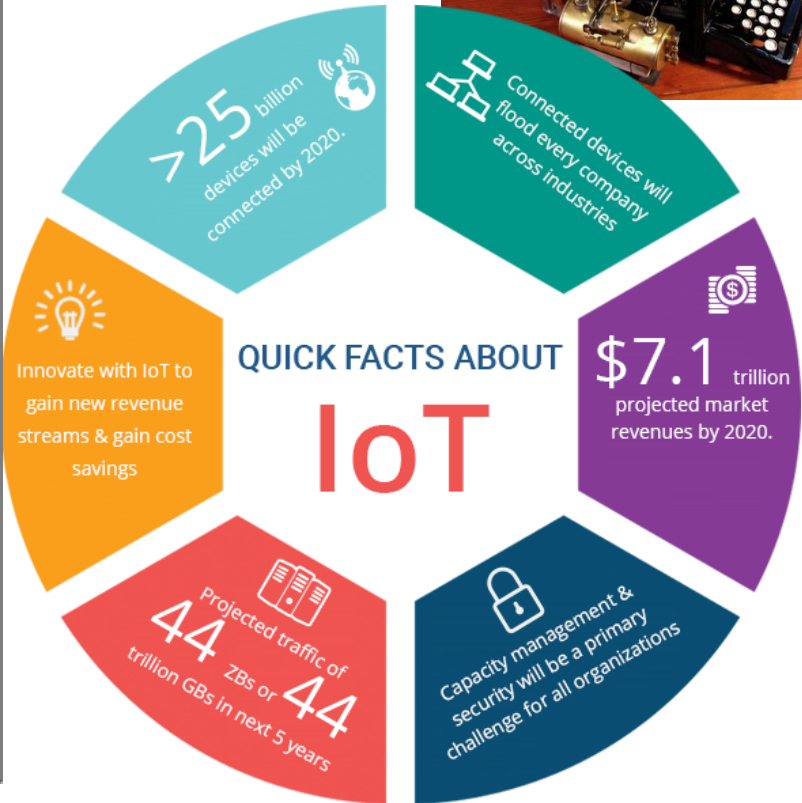
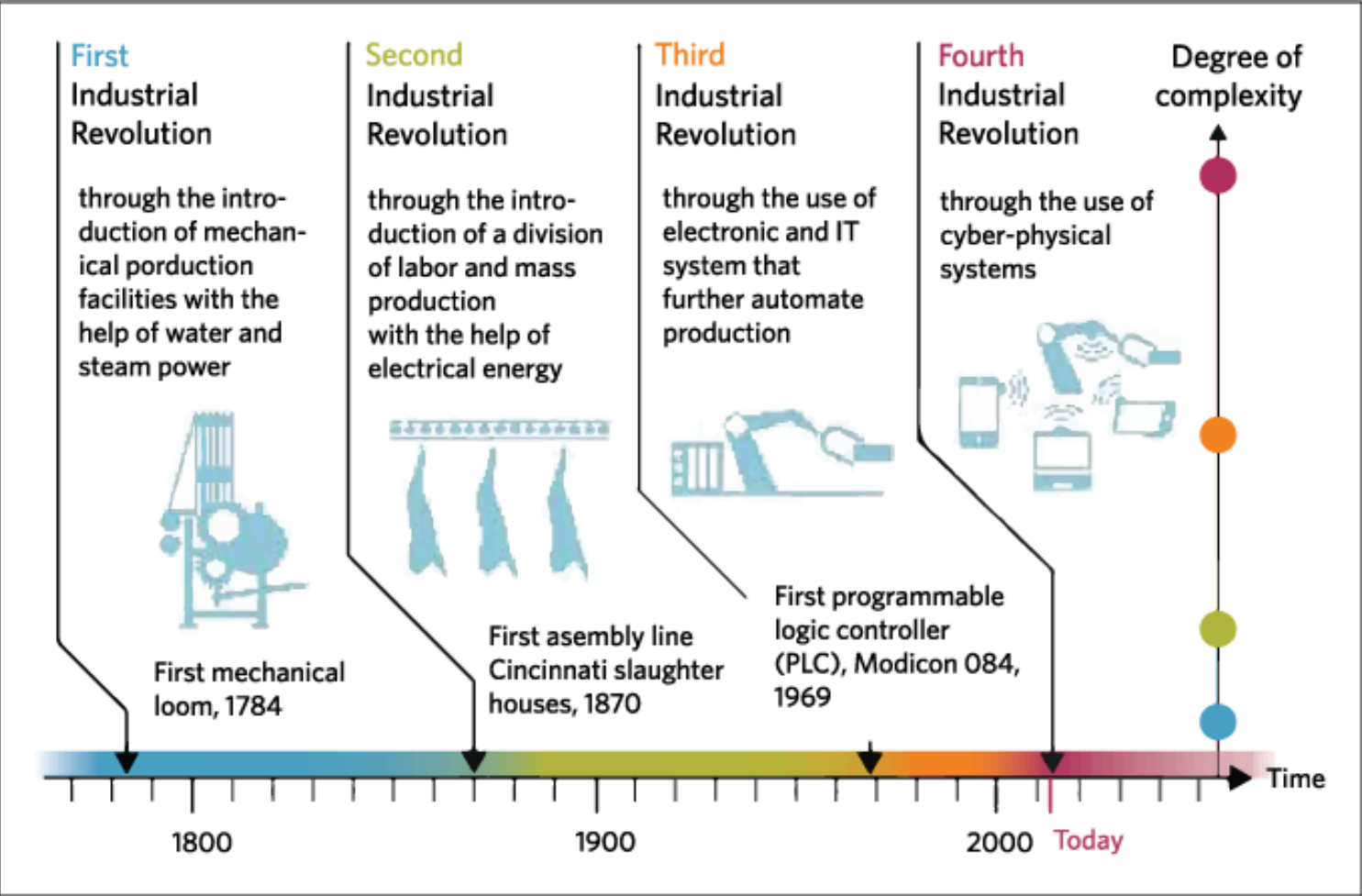
Breakthrough Innovation creates new markets



amazon



Radical Innovation changes markets



Incremental Innovations
enlarge the market
&
Incr-emotional Innovations
make-up the Market

FALLEN DISCIPLES



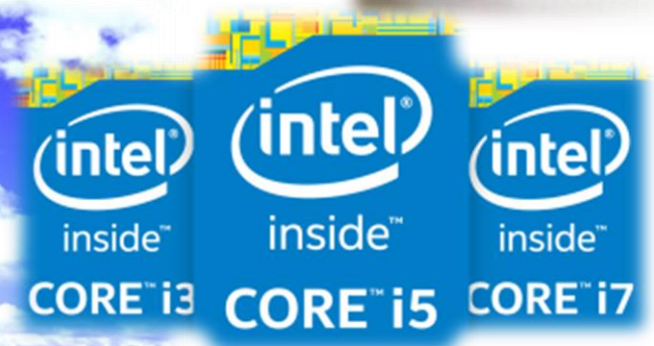
Fake Products Market Cheators



Innovation Fields where to focus?

- Products / Services
- Process
- Marketing Techniques
- Organizational
- Business Model

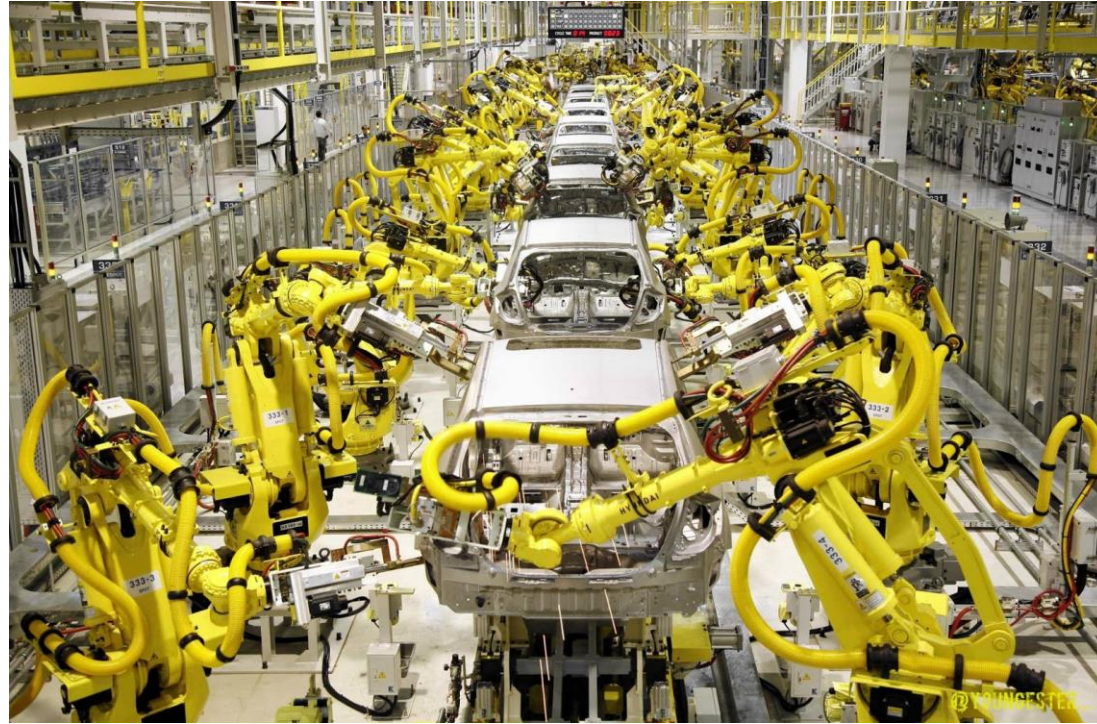
Products and Services



Process Innovation

A narrower focus:

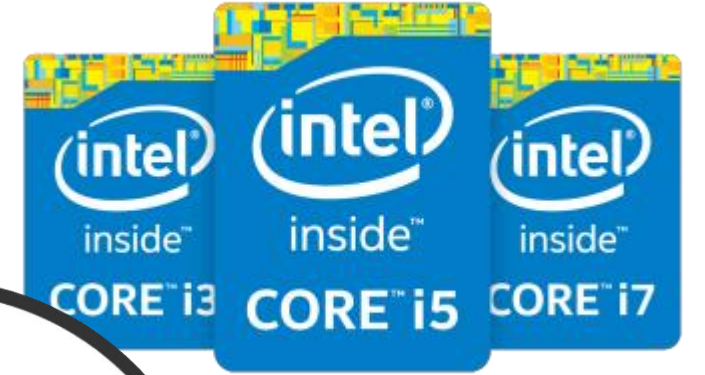
- Delivery of time
- Quality Improvement
- Cost Reduction
- Flexibility



Organizational Innovation



Marketing Techniques Innovation





HigherEdJobs®

Business Model
Innovation



ENOVA



- Thank you,



for further questions 😊



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