

MANAGEMENT INNOVATION: A KEY DRIVER FOR PROVIDING COMPETITIVE EDGE

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ABSTRACT

In this paper importance of innovation for accelerating the growth of an organization is described. Briefly explained is the meaning of innovation and a five-step process that individual progress through as they make a decision to adopt an innovation. This research paper mainly focuses on the six common themes which emerged from the research that should serve as useful pointers for a company which would further direct its management innovation efforts more seriously.

KEYWORDS: Management, Innovation, Organization, Six Sigma, Process