AMERICAN JOURNAL OF ECONOMICS AND BUSINESS MANAGEMENT

ISSN: 2576-5973
Vol. 4, No.6, 2021

Innovation Management techniques for the development of working methods in service organizations

Ahmed Muayad Younus
Postgraduate Centre, (PGC), LUTC University, Malaysia
Eng.ahmed.muayad@gmail.com

Abstract: Globalization, openness, and competition are transforming service markets. Knowledge is becoming more accessible, technology is becoming more sophisticated, and service lifecycles are becoming shorter. To meet this challenge, additional innovation management tools are needed to ensure the success of new or improved products and services. This article examines the relationship between the application of innovation management strategies and technologies and the growth of service businesses. Process were sent via an online questionnaire, and Sample size is 100 and the study used basic random sampling completed questionnaires were returned and processed. Respondents voluntarily submitted their information via a unique URL emailed to each member of our sample. Poll. To investigate the hypotheses, we used hierarchical moderated regression analysis (H_1, H_2). were tested using Spass. An online questionnaire was used to collect data for this investigation. The purpose of this study is to determine and analyze the positive benefits of innovation management strategies for service businesses. The findings indicate that innovation management techniques have a significant impact on service companies and that leading innovation organizations make greater use of IMT.

Keywords: Innovation Management techniques, service organizations, development of working methods.

1. Introduction

Customers' demands for a wide range of personalized products and services expand as customers' quality of living improves. When it comes to creating a superior value proposition, innovation is essential. There is a growing trend among manufacturers to give a better value proposition by supplying services surrounding their products (Robinson et al., 2002), and service businesses need to improve their innovation processes on a daily basis in order to keep up with the increasing level of competition. The rising participation of the service sector in the economy has sparked an interest in understanding service innovation and the important ingredients to its success. According to the World Bank (2011), services are accounted for in the United States. Innovation management is affected by the increasing importance of knowledge as an economic engine. Establishing bridges between information and the marketplace and creating an environment conducive to innovation are essential to building competitiveness in a knowledge-based economy. As well as new opportunities, the knowledge economy requires some design actions to support and make use of it (Foray, 2000, Muayad, A. 2021. As a result, the firm is

responsible for the creation of value. Due to the reduction in the length of the product as a result of this, firms must invest more capital and focus more on the ability to react rapidly (Lovelace et al., 2001). Creating a competitive advantage and improving consumer value through innovation is critical for firms. In the emerging knowledge economy, there are a number of challenges: As a result of integrating new technologies, new goods and services are more complicated (Liikanen, 2003). For new goods and services to be developed successfully, a new approach to innovation management is needed that incorporates all of the critical areas (Maskell, 1999). Innovation assessment skills allow firms to assess and apply the most relevant technology based on their need to remain competitive (Christensen, 1997). Possessing the ability to apply technological and relational tools As a result, technical tools do not create competitive advantage because they are readily available to competitors (it refers to the acquisition and utilization of new information and communication technologies), whereas relational tools are at the core of creating competitive advantage (the way of doing business, both within and outside the firm's walls). Leadership and human resource management play a vital role in this environment (Lengrand and Chartrie,1999). In their approach to the technological innovation audit, Chiesa et al. (1996) emphasize the necessity of instruments. It's one of the three enabling processes. The technological innovation audit examines how tools meet client needs, designing new goods, and stimulating creativity, among other aspects. Numerous new products and services rely on new innovation tools for their development. Using new technologies, according to Thoemke (2006), increases developers' problem-solving abilities and productivity, allowing them to tackle difficulties that would otherwise be insurmountable. To what extent are tools used to create value? (or resources are wasted). As a result of routines, culture, and habits, each business has a unique way of integrating people, processes, and techniques. Innovation tools must first be incorporated into the innovation process. It highlights the importance of understanding the relationship between innovation management tools' acceptance and use, and the development of innovation processes inside service organizations. In this article, we will examine the relationship between innovation process development, the use of IMT, and innovation activity intensity. It shows theoretical considerations concerning innovation in services, and IMT illustrates how to apply those considerations to the Innovation Process Development Index, the IMT Index, and the Innovation Activity Index. Here, the utilization of IMT and the intensity of innovation activities are compared to the degree of innovation development in service organizations' innovation processes. The concluding section summarizes the key findings and limitations of this study.

The paper will explore the brief phenomenon effect for service organizations in terms objectives of this study.

- To determine the effect of Innovation management techniques on service organizations
- To identify the performance of Innovation management techniques on service organizations,

2. Literature review

2.1 Theoretical analysis

"Creative destruction" is the term used by Schumpeter (1934) to describe the process by which new technologies replace older ones, leading to economic growth. He defined innovation as the introduction of new items, new production methods, or new raw materials or semifinished products, the establishment of a new market, or the reorganization or restructuring of an industry's market structure. From a technological point of view, Hidalgo et al. Technical innovation is defined by them as "all the steps in the development of new products and services,

or the commercialization of new technical processes." An innovation, according to the Oslo Manual (OECD, 2005), is the implementation of a new or significantly better product (or service), or process, a new marketing approach, or a new organizational method in corporate processes, workplace organization, or external interactions. " Compared to the previous definition of the handbook, which focused primarily on technological innovation, this one covers a wide spectrum of diverse sorts of innovation. Service innovation 2.1. service is defined by Gadrey (1992) as a collection of processing performed by a service, it's always a collaborative and interactive process from the standpoint of the S-D logic, in which service is the primary basis of trade. For S-Ds, service is defined as the process of using one's talents (knowledge and abilities) for the benefit of another (Vargo and Lusch, 2004; Vargo, 2009). As of 2009, Toivonen and Thomsen define service innovation as a new service or the renewal of an existing service that is put into effect and that benefits the business that developed it. Renewals must also be novel not only to their creators but also in a broader context and have elements that can be recreated in new contexts to qualify as innovations.

2.2 Innovation Management Techniques (IMT)

Brady et al. (1997) defines a management tool as a document, framework, procedure, system, or method that enables an organization to achieve or clarify a goal. It is a set of tools, strategies, and processes designed to support the process of innovation and assist companies in addressing new market challenges in a methodical manner, according to this definition (European Commission, 2004; Phaal et al.,2006). A recent study by Hidalgo and Albors (2008) demonstrates how the judicious application of IMT can help corporations manage increasingly complicated innovation initiatives, adjust their organizations to changing circumstances, and tackle market problems methodically. Igartua et al. (2010), on the other hand, examined the important role that IMT plays in facilitating an open innovation strategy, particularly in building and improving the supplier network, aligning members to shared goals, and improving the quality of the project and the company's ability to introduce appropriate new technologies. Although Hey warns that IMT does not replace sound practices and organizational processes, it does advocate measurement and analysis of the process, as well as questioning the efficacy of instruments deployed Younus, A. M., and Younis, H. (2021). Finally, the distribution of innovative technologies throughout businesses, including colleges, business schools, consulting firms, and research institutes, is crucial to their adoption and use (European Commission, 2004). For an innovation project, it is important to have knowledge of and access to a tool, as well as the possibility of external support. As for innovation management, there are a variety of strategies in different domains, such as creative development

2.3 Research model

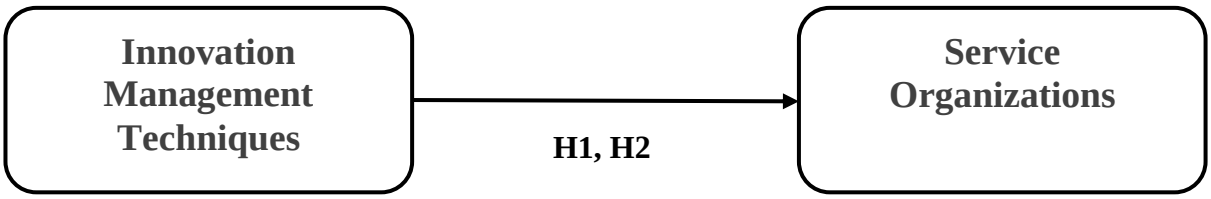

Figure 1. IMT & Service Organizations

Hypothesis Development

- *H1: There is a positive and significant between Innovation management techniques and service organizations.*
- *H2: Innovation management techniques have a direct, significant, and positive effect on service organizations.*

3. Methodology

To evaluate the hypothesized association between innovation management strategies and service companies, this research was conducted. The research philosophy is positivism, and the research approach is deductive, according to the authors. Self-administered cross-sectional survey with a closed ended questionnaire is the methodological choice. Respondents included 90 percent of the administrators. Sample size is 100 and the study used basic random sampling. Questionnaires for service and management organizations The Likert scale was borrowed from earlier research and was based on five points. A total of ten measures are used to gauge managerial approach, while five items measure competitive advantage. (Silzer and Dowell 2000, Johngseok Bae 2018, Frohberg K and Hartmann M 1997, Brief and Weiss, 2002, Younus, A. M. 2021).

4. Results and Discussion

Reliability Statistics

Scale	Cronbach's Alpha	N of Items
Innovation Management Techniques	.73	10
Service Organizations	.91	05

Table 1. Reliability

Using the Cronbach's Alpha test, the reliability of both scales has been assessed (talent management and Competitive advantage). Both the talent management and competitive advantages scales have reliable Cronbach's Alpha scores of.73 and.91

		Innovation Management Techniques	Service Organizations
Innovation Management Techniques	Pearson Correlation	1	.517**
	Sig. (1-tailed)		.000
	N	100	100
Service Organizations	Pearson Correlation	.517**	1
	Sig. (1-tailed)	.000	
	N	100	100

Table 2. correlation

Published by "Global Research Network LLC"
http://www.globalresearchnetwork.us

A positive and significant link between innovation management techniques and service organizations is the study's first hypothesis. As a result, the correlation coefficient value indicates that IMT and SO have a positive link.

Regression Model Summary

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.411[a]	.301	.300	.05

Predictors: (Constant), Innovation Management Techniques

Table 3 Model Summary

Regression ANOVA

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	.545	1	.047	.010	.000[b]
	Residual	.202	98	4.823		
	Total	0.73	99			

Dependent Variable: Service Organizations

Predictors: (Constant), Innovation Management Techniques

Table 4 ANOVA

Regression Coefficients

Model		Unstandardized d Coefficients B	Unstandardized d Coefficients Std. Error	Standardize d Coefficients Beta	t	Sig.
1	(Constant)	10.844	1.936		5.589	.000
	Innovation Management Techniques	.021	.211	.210	.098	

Dependent Variable: Competitive Advantage

Table 4 Coefficients

Model summary, ANOVA, and regression coefficients tables are generated in regression analysis. Summary table of the model demonstrates the model's fit, while the ANOVA table reveals considerable variance. The table of regression coefficients reveals that the independent variable has a positive and substantial impact. This means that the use of Innovation Management Techniques has a positive and significant impact on competitive advantage in law firms.

5. Finding

Innovation Management Techniques in the 21st century is quite complex, especially in the manufacturing sector. Skills, competences, and knowledge are required to achieve organizational goals. We are always learning and improving the present Innovation Management Techniques. Professionals in the field of Innovation Management Techniques must assist in the development of organizations by establishing a competitive edge. Firms have various needs when it comes to creating Service Organizations because people are their biggest assets. Statisticians have confirmed that there is a link between Innovation Management Techniques and Service Organizations as well as a considerable effect of Innovation Management Techniques on Service Organizations, according to their findings. Researchers found that management has a considerable and favorable impact on industry Service Organizations. Because of this, industry must adopt best and new methods for managing ability and developing service organizations Firms are no longer performing the same things they did in the past in profession due to increasing access to knowledge and changing client demands. by fostering creative management methods. So, enterprises should use unique and varied management concepts like as retention and engagement to give uninterrupted services to their clients. This is because the workforce is more easily movable.

6. Suggestions

Future research can be conducted in different sectors with different sample size. Innovation Management Techniques is current real need of all organizations for Service Organizations, and it must be innovative if organizations want to be successful Younis, H. (2021).

7. Conclusion

This work has both empirically and theoretically contributed to the existing literature in the subject of management, service organizations, and enterprises. Due to a small sample size, this study has several limitations, as it only collects data from law firms practicing in a single district. Future study can be undertaken in different fields and with different sample sizes, if necessary." Organizations are in dire need of innovation management techniques, and they must be innovative if they hope to succeed.

References

1. Rush, H., Hobday, M., Davies, A., Probert, D., and Banerjee, S. (1997) Tools for technology man- agement: an academic perspective. *Technovation*, **17**, 8, 417–426.
2. Coughlan, P., and Voss, C. (1996) Development of a technical innovation audit. *Journal of Product Inno- vation Management*, **13**, 105–136.
3. Christensen, C. (1997) *The Innovator's Dilemma*. New York: Harper Collins.
4. Christensen, T. J., & Snyder, J. (1997). Progressive research on degenerate alliances. *American Political Science Review*, *91*(4), 919-922.
5. COTEC. (1999) *Pautas Metodológicas en Gestión de la Tecnología y de la Innovación para Empresas TEMAGUIDE*. Madrid: Fundación COTEC para la Innovación Tecnológica.
6. COTEC. (2004) *Análisis del Proceso de Innovación en las Empresas de Servicios*. Madrid: Fundación COTEC para la Innovación Tecnológica.
7. Cowan, R., David, P. A., & Foray, D. (2000). The explicit economics of knowledge codification and tacitness. *Industrial and corporate change*, *9*(2), 211-253.

8. Den Hertog, P. (2000) Knowledge-intensive business services as co-producers of innovation. *International Journal of Innovation Management*, **4**, 491–528.
9. Den Hertog, P., Van der Aa, W., and de Jong, M. (2010) Capabilities for managing service innovation: towards a conceptual framework. *Journal of Service Management*, **21**, 4, 490–514.
10. European Commission. (2004) *Innovation Management and the Knowledge-Driven Economy*. Luxembourg: Directorate-General for Enterprise.
11. Foray, D. (2000) Characterising the knowledge base: avail- able and missing indicators. In: OECD (ed.), *Knowledge Management in the Learning Society*. Paris: OECD. pp. 239–255.
12. Gadrey, J. (1992) *L' Economie des Services*. Paris: La Découverte.
13. Gadrey, J., Gallouj, F., and Weinstein, O. (1995) New modes of innovation. How services benefit industry. *International Journal of Service Industry Management*, **6**, 3, 4–16.
14. Goffin, K. and Pfeiffer, R. (1999) *Innovation Management in UK and German Manufacturing Companies*. London: Anglo-German Foundation.
15. Hidalgo, A. and Albors, J. (2008) Innovation management techniques and tools: a review from theory and practice. *R&D Management*, **38**, 2, 113–127.
16. Hidalgo, A., León, G., and Pavón, J. (2002) *La Gestión de la Innovación y la Tecnología en las Organizaciones*. Madrid: Pirámide.
17. Igartua, J., Albors, J., and Hervás-Oliver, J. (2010) How innovation management techniques support an open innovation strategy. *Research Technology Management*, **53**, 3, 41–52.
18. Kapur, D., Lewis, J. P., & Webb, R. C. (2011). The World Bank: its first half century (Vol. 1). Brookings Institution Press.
19. Lengrand, L. and Chartrie, I. (1999) *Business Networks and the Knowledge-Driven Economy*. Brussels: Euro- pean Commission.
20. Liikanen, E. (2003) A more innovative, entrepreneurial Europe. Opening address at the XI Congress of Euro- chambres, Rome, 9 October 2003.
21. Lovelace, K., Shapiro, D.L., and Weingart, L.R. (2001) Maximizing cross-functional new product teams' inno-
22. Marx, J. J., Iannetti, G. D., Thoemke, F., Fitzek, S., Urban, P. P., Stoeter, P., ... & Hopf, H. C. (2006). 3D brainstem topodiagnosis–a voxel-based model analyzing MR imaging data. In *Supplements to Clinical neurophysiology* (Vol. 58, pp. 26-37). Elsevier.
23. Maskell, P. (1999) *Social Capital, Innovation and Com- petitiveness*. Oxford: Oxford University Press.
24. Muayad, A. (2021). The Impact of Agile Risk Management Utilization in Small and Medium (Smes) Enterprises. *International Journal of Scientific Research and Engineering Development*, *4*(3).
25. O'Regan, N., Ghobadian, A., and Sims, M. (2006) Fast tracking innovation in manufacturing SMEs. *Technova- tion*, **26**, 251–261.
26. OECD. (2005) *Oslo Manual. The Measurement of Scien- tific and Technological Activities*. Paris: OECD.
27. Phaal, R., Farrukh, C.I.P., and Probert, D.R. (2006) Tech- nology management tools: generalization, integration and configuration. *International Journal of Innovation and Technology Management*, **3**, 3, 321–339.

28. Santis, G., Legrand, V., Hong, S. S., Davison, E., Kirby, I., Imler, J. L., ... & Boulanger, P. (1999). Molecular determinants of adenovirus serotype 5 fibre binding to its cellular receptor CAR. *Journal of General Virology*, *80*(6), 1519-1527.
29. Schumpeter, J. (1934) *The Theory of Economic Develop- ment. An Inquiry into Profits, Capital, Credit, Interest, and the Business Cycle*. Cambridge, MA: Harvard Uni- versity Press.
30. Thomke, S. (2006) Capturing the real value of innovation tools. *Sloan Management Review*, **47**, 2, 24–32.
31. vativeness and constraint adherence: a conflict commu- nications perspective. *Academy of Management Journal*, **44**, 4, 779–793.
32. Younis, H. (2021). Conceptual Framework of Agile Project Management, Affecting Project Performance, Key: Requirements and Challenges. *International Journal of Innovative Research in Engineering & Management (IJIREM) ISSN*, 2350-0557.
33. Younus, A. M. (2021). Resilient Features Of Organizational Culture In Implementation Of Smart Contract Technology Blockchain In Iraqi Gas And Oil Companies. *International Journal for Quality Research*, *15*(2), 435.
34. Younus, A. M., & Younis, H. (2021). FACTORS AFFECTING THE ADOPTION OF BLOCKCHAIN TECHNOLOGY FOR THE DEVELOPMENT OF AUSTRALIAN LOGISTICS. *Design Engineering*, 9133-9141.