

Innovation and Entrepreneurship in Current Scenario

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ABSTRACT

An entrepreneur is an innovator who introduces something new in an economy. Entrepreneurship is doing things that are generally not done in the ordinary course of action. Innovation may be in introducing a new manufacturing process that has not yet been tested and commercially exploited, introduction of a new product with which the customers are not familiar or introducing a new quality in an existing product, locating a new source of raw material or semi finished product that was not exploited earlier. Innovation involves problem solving and an entrepreneur is a problem solver. An entrepreneur does things in a new and a better way. A traditional businessman working in a routine manner is not entrepreneurial.

KEYWORDS: INNOVATION, ENTREPRENEURSHIP, ECONOMY AND BUSINESS IDEA

INTRODUCTION

Entrepreneurship is the practice of forming a new business or commercial enterprise, usually in an industry or sector of the economy with a large capacity for growth. Entrepreneurship is generally synonymous with resourcefulness, ingenuity, and the ability to take calculated risks in order to introduce a new, untested product or service in to the market place. These traits are often referred to collectively as the “entrepreneurial Spirit”. An entrepreneur is a person who develops a new idea and takes the risk of setting up an enterprise to produce a product or service which satisfies customers needs. All entrepreneurs are business persons, but not all business persons are entrepreneurs. Entrepreneurship is the activity which is being carried out by the Entrepreneur.

INNOVATION IN ENTREPRENEURSHIP

“It’s the introduction of novelty in a given market or industry such as new products, services, methods, sources of supply of organisation.” The purpose of innovation is to continuously grow and renew an enterprise with new or better products, more efficient processes or enhanced business. Schumpeter suggested the entrepreneur represents the missing link between invention and innovation he explains ‘ Indeed, an entrepreneur is someone who is willing and able to transform an invention into an innovation. “Entrepreneurship has more to do with attitude, perseverance and focus. An entrepreneur can be a good innovator but an innovation manager is not necessarily a good entrepreneur.

Innovation means, “to renew or change”

Although the term is broadly used, innovation generally refers to the creation of better or more effective products, processes, technologies, or ideas that are accepted by markets, governments and society.

DISCOVERY

- New Ideas
- Knowledge
- Concepts

INVENTION

- Technologies
- Business Models

INNOVATION

- Commodities
- Goods
- Services
- Experiences

Innovation is the specific tool of entrepreneurs, the means by which they exploit change as an opportunity for a different business or a different service. It is capable of being learned, capable of being practical. Entrepreneurs need to search purposefully for the sources of innovation, the change and their symptoms that indicate opportunities for a successful innovation.

IMPORTANCE OF INNOVATION IN ENTREPRENEURSHIP

The importance of innovation in entrepreneurship is shown by coming up with new way to produce a product or a solution. A Service industry can expand with another type of service to fulfill the ever changes needs of their customers. Producers can come up with another product from the raw materials and by – products.

Entrepreneurship brings the innovation to the market. It produces financial gain and keeps the economy afloat, which gives rise to the importance of innovation in entrepreneurship. Entrepreneurs are innovators of the economy. It is not just the scientist who invents and come up with the solutions.

- Development of managerial capabilities
- Creation of organisation
- Improving standards of living
- Means of economic development.

THE ROLE OF INNOVATIVE ENTREPRENEUR IN THE ECONOMY

Innovative entrepreneurship impacts the economy at three levels,

- Aggregate level
- The Aggregate level innovative entrepreneurship is the benefits of over all economy by creating new jobs and increasing income ,raising the potential for new investments.
- Consumer level
- At the consumer level the effect of innovation is the added value of consumers the improved products or services available to them at lower costs.
- Firm level
- Firm level innovators can out compete other companies that are not innovators, because of the cost advantages that innovation produces. The firms that produce innovative goods and services are also more likely to adopt new innovations.

CONCLUSION

The entrepreneurship skills and innovation are much more needed. Without new business ideas and technology to support it, no consumer demand will be fulfilled completely. Thus innovation and entrepreneurship is the need of hour and needs to be adopted by one and all business enterprises. Innovation and Entrepreneurship is a good resource for categorizing and identifying sources of innovation. Entrepreneur does an excellent job of organizing the key elements involved in innovation and there is a fair amount of real world examples that help others understand the concepts. Innovation and Entrepreneurship is more about creating a framework for innovation that can be used to current practices and shed light on their origins. To accurately point out, the least likely sources of innovation are from new knowledge and bright ideas.

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