

# Perspectives from Innovation Managers on Integrating Innovation into Business Strategy

Deniews Oerert\*

Department of Information and Communications Technologies, Pompeu Fabra University, 08018 Barcelona, Spain

## Introduction

Innovation has become an imperative for businesses in today's rapidly evolving and competitive landscape. It is no longer sufficient to rely solely on existing products, services, or processes; instead, organizations need to actively cultivate a culture of innovation and integrate it into their overall business strategy. Innovation managers play a crucial role in this endeavor, guiding the process of ideation, development, and implementation of innovative initiatives. In this article, we explore perspectives from innovation managers on the integration of innovation into business strategy and the key considerations that drive successful outcomes. Innovation managers advocate for flexibility in resource allocation, allowing innovative projects to access the resources they need, even if it means reallocating from less impactful initiatives. Identifying and nurturing innovation champions within the organization can accelerate the adoption of innovative practices. Creating innovation networks or communities fosters knowledge sharing and collaboration [1,2]. Developing comprehensive innovation roadmaps that outline the stages of ideation, experimentation, implementation, and scaling helps organizations navigate the innovation process cohesively.

## Description

Innovation managers are individuals responsible for fostering and driving innovation within an organization. They bridge the gap between creative ideas and strategic implementation, ensuring that innovation aligns with the organization's goals and objectives. Their role encompasses various aspects, including identifying opportunities, managing innovation processes, building cross-functional collaborations, and measuring the impact of innovation initiatives [3]. Businesses often operate in a dynamic environment that demands a delicate balance between immediate operational needs and long-term strategic objectives. Innovation managers must navigate this balance to ensure that innovation efforts contribute both to current business performance and future growth. Innovation can disrupt established processes and structures, leading to resistance from employees and stakeholders who may be comfortable with the status quo. Innovation managers need to be adept at managing change and fostering a culture that embraces experimentation and risk-taking. Integrating innovation into business strategy requires adequate resource allocation, including financial, human, and technological resources [4,5].

Limited budgets and competing priorities can pose challenges in effectively implementing innovative initiatives. Innovation managers are tasked with the responsibility of overseeing the entire innovation process, from ideation

\*Address for Correspondence: Deniews Oerert, Department of Information and Communications Technologies, Pompeu Fabra University, 08018 Barcelona, Spain, E-mail: deniewso@gmail.com

Copyright: © 2023 Oerert D. This is an open-access article distributed under the terms of the Creative Commons Attribution License, which permits unrestricted use, distribution, and reproduction in any medium, provided the original author and source are credited.

Received: 03 June, 2023, Manuscript No. jbm-23-109702; Editor assigned: 05 June, 2023, PreQC No. P-109702; Reviewed: 17 June, 2023, QC No. Q-109702; Revised: 22 June, 2023, Manuscript No. R-109702; Published: 29 June, 2023, DOI: 10.37421/2223-5833.2023.13.507

to implementation. They navigate the complexities of transforming creative ideas into tangible outcomes that align with the organization's strategic goals. Innovation managers bridge the gap between the innovative spirit within the organization and the practical requirements of the business strategy [6].

## Conclusion

Incorporating innovation into business strategy is no longer a luxury; it's a necessity for organizations aiming to thrive in a rapidly changing world. Innovation managers, armed with insights, strategies, and best practices, are at the forefront of this transformative journey. By embracing a holistic approach that encompasses leadership support, cross-functional collaboration, employee engagement, and agile processes, businesses can position themselves to harness the full potential of innovation and drive sustainable growth well into the future. Regularly soliciting feedback from employees, customers, and other stakeholders creates a continuous feedback loop that informs the refinement and evolution of innovation strategies. Innovation initiatives should be directly linked to business objectives. This alignment ensures that innovation efforts are not isolated but contribute directly to achieving the organization's strategic priorities.

## Acknowledgement

None.

## Conflict of Interest

None.

## References

1. Valentin, Erhard K. "SWOT analysis from a resource-based view." *J Mark Theory Pract* 9 (2001): 54-69.
2. Freeman, Christopher. "The determinants of innovation: Market demand, technology and the response to social problems." *Futures* 11 (1979): 206-215.
3. Briganti, Suzan E. and Alain Samson. "Innovation talent as a predictor of business growth." *Int J Innov Sci* 11 (2019): 261-277.
4. Elia, A., M. Kamidelivand, F. Rogan and B. O. Gallachoir. "Impacts of innovation on renewable energy technology cost reductions." *Renew Sust Energ Rev* 138 (2021): 110-488.
5. Carrillo, Fernando Andrés Haro, Nelson Claudio Córdova Rosas and Maria Andrea Alvarado Garrces. "Importance of innovation and execution in business strategy." *INNOVA Res J* 2 (2017): 88-105.
6. Bayarçelik, Ebru Beyza, Fulya Taşel and Sinan Apak. "A research on determining innovation factors for SMEs." *Procedia Soc Behav Sci* 150 (2014): 202-211.

How to cite this article: Oerert, Deniews. "Perspectives from Innovation Managers on Integrating Innovation into Business Strategy." *Arabian J Bus Manag Review* 13 (2023): 507.