

INNOVATION AS A STRATEGY IN INDIA

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ABSTRACT

Strategy is best defined as “the software of an organization”. It is this software or the common thread that integrates the entire organization. Innovation has to be embedded in this strategy. This article enumerates the drivers of innovation in India and assesses India’s current potential for innovation. My views and suggestions are based on empirical studies and extensive research on innovation theory which suggests that rapid innovation is a key strategic driver for organizations and countries alike. This article presents views on ‘the factors in India’s culture, economy and competitive markets that influence innovation’ and suggests what the country can do to enhance innovation capacity.

KEY WORDS: Blue/Red Ocean Strategy, competitiveness, disruptive innovations, Ingenuity, patenting output.