VALUE CREATION IN MODERN ORGANIZATIONS USING INNOVATION

Today, organizations are exposed more challenges in their activity settings, although these setting has increasingly become more dynamic than before, but their complexity and uncertainly has increased too. Obviously, innovation has changed as the critical factor so that organizations can obtain their position in competitive situation in order to can survive in this inconsistent setting. The managers and leaders of organization must be committed to perform the innovation and in this regard, they must perform their best efforts to achieve this objective. Although to achieve this capacity, this effort must be done in all individual and organizational aspects through all levels of organization. Knowledge is basic tool to promote innovation and this capacity must be flourish in society. In this path, the help of researchers and academics is required to achieve this ability in organization. Doubtless, every organization tend to create value and innovation would be the best means to reach the value creation in organization. Leaders of organization try to mobilize all employees in order to move toward an innovation based organization and also they contributed to hamper all obstacles in this path which may constrain the creativity and innovation. In this regard, the organization must reconfigure all possible internal or external resources and manage all possible challenges which can limit the creative thinking in organizational setting. These efforts actually will improve the value creation and therefore the stance of organization in market will be strengthened. Three foundations of innovation are including knowledge, experience and organization regulation, so a creative manager must see all three aspects in one frame and promote innovation by them to reach the value creation and its advantage in increasingly competitive market to continue more stronger.

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