

Measuring Innovation Model for Open from an Organizational Perspective on Innovation

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This work comprises of the doctoral investigation of its author. The importance of the work is in the necessity to study a modern and important organizational phenomenon at the moment for the companies as it is the innovation of organizational type. The author presents some partial results of his doctoral research which seeks to bring advances in the scientific community on the issue of the type of organizational innovation. This has led to bring the issue of open innovation from the perspective of the type of organizational innovation. The scene of the study are businesses located in Colombia in Cartagena considered industrial and tourist city thanks to its geographic location, which has enabled it to develop three types of industries. These are: Petroquímica-plástico, logística-puertos and tourists.

INTRODUCTION

There are facts that not only highlights the importance of innovation in terms of organizational phenomenon key to the competitiveness of enterprises, but also their division according to how that happens in the organization. An important fact in this division is their classification into four types of innovations carried out by the OECD (2005), which in its latest version makes a revision and extension of the concept of innovation, which includes not only the technology (product and process) but it emphasizes and clearly defines the concept of non-technological innovations such as: type of organizational innovation and innovation in marketing. While previously some countries and in the annual European Innovation from 2004 defined the importance of the type of organizational innovation for the competitiveness of enterprises.

ORGANIZATIONAL INNOVATION OPEN INNOVATION AS STRATEGY

Increased innovation capacity depends on how the organization design a model of open innovation, a process of innovation management to articulate internal and external ideas. Thus, innovation performance can be obtained continuously and permanently, so it also acquires a culture of innovation.

This is true for all types of companies and is independent of industry and geographical location is found. There are successful cases of large, medium or small that you have bet on innovation as business strategy and have developed innovations in organizational form, and have achieved a competitive position in their markets.

Organizational change is determined by the type of organizational innovation. In it, companies or organizations should develop improved structures to meet the targets set in its strategic direction. The change process takes place directed by the needs of the enterprise to adapt to the requirements that the market demands.

The company's strategy must be aligned with innovation. Therefore be established in the mission and goals of the company. In turn, from the perspective of organizational innovation, will map out strategies on the three elements which support organizational innovation. The importance of such organizational innovations lies in the requirement to comply with the requirements of productivity and competitive environment that requires them. Therefore, the organization must have clear strategies for organizational innovation in

three aspects: system of company management, organizational structure and external relations. All this supported a model of innovation management and use of internal and external sources of innovation that are interlinked in the search for the necessary ideas. Organizations should allow changes to the organizational innovations and adjustments necessary for organizational innovation strategies.

To meet these goals, the organization take its rightful leading strategic management innovation. The search for organizational innovation allows the organization to improve productivity and competitiveness. And therefore, develop technological innovations that will translate into tangible results of innovation in the organization.

CONCLUSION

Then presents the main findings from the investigation and to provide or validate to the literature on organizational innovation in enterprises. These contributions are:

- The importance of organizational innovation as a strategy for increasing productivity and competitiveness of enterprises.
- This The existence of structurally in enterprises of key elements that potentiate the innovativeness of the same.
- Quality systems and their relationship to organizational innovation in enterprises, allowing display of a quality system such as organizational innovation that impacts positively on both quality and productivity of enterprises.
- The managerial leadership to innovation in enterprises are important for generating innovation capacity in the same.
- The management systems of enterprises are essential means for improving innovation capacity, in turn, are organizational innovations. In this study we can appreciate how strategic planning and the system of quality management, and maintenance becomes a suitable range to implement a culture of innovation.
- The alignment of the main strategy of the company's innovation is a strong step that contributes to the innovation capacity and is part

of the practical improvements in the structure and organizational innovation.

- The orientation of the company to achieve better care of their customers with a clear focus on the quality of its products and processes. This highlights and reinforces what the literature says.

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