

10. Conclusion

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It is obvious that a comprehensive management of innovation processes in the company requires a clear strategy of innovativeness (Collins, 2001.; Collins, Porras, 1997; Mulej et. al., 1987; etc.) and with the latter related further activities. The companies that wish to be or become more successful in their field need to set reachable yet high and ambitious objectives. The aforementioned encompasses ongoing development of existing activities with a help of small incremental innovations and at the same time support offered to every attempt made to achieve a breakthrough with a larger innovation (Sorensen, 2001). The companies which set "comfortably reachable" objectives become resistant to changes; the innovation processes slow down or even stop. Audi for example requires the aim to be set in such a way that there is a 50 % possibility to actually reach the set goal (Anic, 2001).

One of essential first steps is an appropriate training which is also one of the priorities of the EU programmes. Further steps are related to establishing an appropriate organisation and organisational climate. We believe that excessive innovation expenditure, shortage of financial sources and thus economic risk are only a consequence of ignorance and inappropriate activities and definitely not a fundamental cause.

The company which invests resources in an inappropriate manner and lacks personnel to manage invention-innovation chain and if at the same time its organisational structure is inflexible; such company shall face reduced results of implemented innovation. The funds earmarked for development and innovation activity shall melt away while the economic risk shall increase.

The conditions thus need to be prepared in order for the inventions to actually become innovations. The first step is thus modernizing the management of innovation activity. Individual phases which need to be implemented are illustrated in the book. It is particularly important that the innovation activities are harmonised and balanced which is also a prerequisite why a country fails to reach appropriate economic results despite relatively high innovation index (see Ch. 1).

Unfortunately, there is no uniform recipe for various types of companies which differ radically. A comprehensive and systematic approach is required since the innovation presented on the market is only the last link of the invention-innovation chain. We believe that the creative thinking is an essential value as stated by Mulej (Mulej and Ženko, 2004) and in connection with knowledge and determination the most important factor.