

## Is participative innovation encouraging social entrepreneurship?



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(Trevor Greenholt DDS)*

## IS PARTICIPATIVE INNOVATION ENCOURAGING SOCIAL ENTREPRENEURSHIP?



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GRIN Verlag GmbH Mrz 2015, 2015. Taschenbuch. Book Condition: Neu. 210x148x2 mm. This item is printed on demand - Print on Demand Titel. Neuware - Essay from the year 2013 in the subject Business economics - Miscellaneous, The ESC Rennes School of Business, language: English, abstract: For nearly a century creativity has been understood as a key ingredient of business creation across thousands of design who took shape as product, service, solution and social planning. Participative innovation comes with a new set of values to reinforce the creative potential of organisation. Participative innovation is either understood as an internal phenomenon of organisation or a manifestation which is happening outside the boundary of the corporate structure. Initially we would have a look to both the aspects. In house participative innovation refers to the fact that workers and managers associate to create new business models and solutions for the consumers. We call participative innovation the point that the workers who are involved in the creative process are not supposed to be in charge of innovation contribution. Participative innovation implies that an organisation would have adopted a politic of democratization of the creative process across its managerial layers to leverage new business opportunities. For the past 3 decades, participative innovation has grown significantly. The company Google who institutionalized this value, made it mandatory to workers to involve themselves in prospective projects a certain amount of time from their schedule. It is believed that number of Google innovation came from this initiative. Giving workers some freedom to problem solving in the ever fragmented industry leads companies to new areas of business development. Today, there is a common acceptance that participative innovation is promising. More recently participative innovation has got a new sense by including public and user participation. Participative innovation advocates the importance of...



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