

## **Models of Innovation Processes and Their Evolution: A Literature Review**

**Authors :** Maier Dorin, Maier Andreea

**Abstract :** Today, any organization - regardless of the specific activity - must be prepared to face continuous radical changes, innovation thus becoming a condition of survival in a globalized market. Not all managers have an overall view on the real size of necessary innovation potential. Unfortunately there is still no common (and correct) understanding of the term of innovation among managers. Moreover, not all managers are aware of the need for innovation. This article highlights and analyzes a series of models of innovation processes and their evolution. The models analyzed encompass both the strategic level and the operational one within an organization, indicating performance innovation on each landing. As the literature review shows, there are no easy answers to the innovation process as there are no shortcuts to great results. Successful companies do not have a silver innovative bullet - they do not get results by making one or few things better than others, they make everything better.

**Keywords :** innovation, innovation process, business success, models of innovation

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