

Organizational Innovation Promotion by Active Entrepreneur

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ABSTRACT

This paper proposes a relation of organizational innovation promotion by active entrepreneur and reviews the organizational promotion and performance measurement literature to develop a conceptual model and research propositions. It is concluded that active manager's characteristics can be important in explaining and compilation the organizational innovation promotion within the organizations for implementation. This paper is to explore the ways in which certain characteristics of active entrepreneur of organizations generate a tendency to prepare formal written organizational promotion. The active manager's characteristics showing a significant association with a commitment to organizational innovation promotion and also organizational innovation promotion showed a positive association with those active entrepreneurs with a growth orientation.

Keywords: *Organizational innovation promotion, Active entrepreneur, Organizational promotion*

INTRODUCTION

The organizations influence whether or not those organizations engage in organizational promotion. In this field, the focus is on the special characteristics of active entrepreneur such as education type and level. The tactic implementation, tactic control, organizational and successful measurement literature develop a conceptual model and research propositions. In fact, without organizational customers organizations would not exist. In order to achieve organizational success, it is important to understand the innovation between Organizational innovation promotion by educated Entrepreneur and tactic deployment success. A positive experience throughout the customer's cycle should foster trust and develop loyalty, therefore allowing organizations to generate more revenue for less incremental expenditure. Making new customers aware of a product or service with loyal customers tend to receive more frequently and happy existing customers are more willing to receive other services from organization and try new service offerings. The cost of servicing existing customers can be lower by security of future revenues, which is much higher with happy customers. For tactic purposes, satisfy of an intangible asset in its own right is not particularly relevant; however, an understanding of how this satisfy is comprised and the key metrics that impact on the assets' contribution to

organization successful can be extremely beneficial for promotion decision making. Recent research into tactic implementation is damning in its findings. The organizations field is now giving high priority to developing metrics.

ORGANIZATIONAL PROMOTION

The role of organizations is to implement tactic. A fundamental proposition in tactic is that distribution methods must be aligned with customers and competitive advantage. Unfortunately, method successful measurement literature has provided ambiguous promotion to entrepreneur.

In order to achieve organizational success, it is important to understand the innovation between method successful measures and tactic implementation success. It is also important to know whether, regardless of tactic, the same method successful measures should be used. However, the organizational promotion may serve as a tactic planning document for the entrepreneur, entrepreneurs and educated workers, a plan to guide the organizational and serve as a basis for taking tactic decisions and also it may serve as a subsequent monitoring device (Deakins, 2003, 329; Fegh-hi farahmand, 2005, 118). In view of its perceived ongoing value to the small business it might be expected that organizational innovation promotion would be a feature of many, if not most, organizations.

The literature argues shows that the extent to which each determinant of performance impacts firm performance is a function of the performance metrics.

Further, define performance as the sum of all processes that will lead entrepreneur to taking appropriate actions in the present that will create a performing organization in the future or in other words, doing today what will lead to measured value outcomes tomorrow. Also the value chain is a tool to identify key activities that create value & costs in organizational and identify ways to create more customer value. Therefore organizational capactive relies in particular on coaching promotion skills, which rely on emotional intelligence and emphasis one-to-one, dialoguing, subordinate empowerment and mutually agreed targeting. In relation of value core competencies including outsource less critical resources if better quality or cost and own competencies - core business, three characteristics are competitive advantage, applications - many markets and difficult to imitate.

For this reason, there is a need to re-track fundamental promotion systems. Such concepts as investment valuation, ethical trading, stakeholder consultation, corporate social responsibility, value investment, preoccupy institutional investor communities. They think and act intuitively and they are simply unaware of the various tools which would enable them to plan systematically. A further constraint, likely to restrict organizational innovation by active entrepreneur, is that they may not have sufficient financial information to prepare a formal plan. A lack of formal organizational innovation planning may also relate to the fact that small organizations are just too busy surviving to take time out to plan ahead whilst others might argue the environment (Ledoux, 1993, 215; Ledoux, 1994, 15). A lack of formal organizational innovation among organizations does not necessarily mean that organization is badly managed. It does, however, suggest that active entrepreneur miss out on the opportunity to consider the overall direction of the organizational and promotion decisions may be made on the basis of poor information (Curran, et al, 1994, 39; Fegh-hi farahmand, 2009, 102; Stutely, 2002, 43).

ORGANIZATIONAL INNOVATION PROMOTION

In practice, however, the both mean the same. Organizational innovation promotion system is a technology-based organization promotion tool for developing and leveraging organizational customers' knowledge to maintain, and strengthen profitable innovation with service

receivers. Thus, an organizational innovation promotion system is an essential part of a global organizational innovation promotion tactic which emphasis creation of satisfaction through the development of appropriate innovation with key service receivers segments. Clearly, within this group, there is a sub set of growth oriented active entrepreneur whose propensity to undertake organizational innovation promotion might be contrasted with those who were content with their current level of organizational. The latter may well belong to that group of active entrepreneur often characterized as running lifestyle organization. From this overview of the selected active entrepreneur' characteristics and the promotion of the sampled organization, it is now possible to explore the extent to which these differing characteristics and promotion influence whether or not an organization engages in organizational innovation promotion. The capturing the wrong organizational customers information, unclear goals, inappropriate selection and use of technology, inactive to integrate people and processes and use of misleading metrics or improper measurement approaches are the major barriers in implementing and managing organizational customers projects.

The aim of organizational innovation promotion approach is to strive for the organization tactic and operational goals. Organizational innovation promotion is based on a special expertise for enhancing effectiveness and efficiency of organization promotion and leadership. Thus genuine realization of the organizational innovation promotion practices takes place in real organization activities both in the organization tactic leadership as well as in the operational realization of the organization services and targets. The broad challenge for organizational innovation promotion is to enhance positive substance of organization brand through various means that are consistent both with respect to one another and aligned with the organization tactic course.

Systematic approach instead of building separate systems such as quality systems organizational innovation promotion approach is well harmonized with the organization promotion. On that basis also the quality policy was defined. General intention and direction towards organizational innovation promotion is considered by the organizational policy statements. Always act so that the organizational customers what he or she needs and improve activities and their results continually so that they will be better and more effective and efficient of organizational innovation promotion.

The goal of organizational innovation promotion, i.e. organization excellence, is reached through innovative promotion and leadership practices. In order to realize organizational innovation promotion objectives in all parts of the organization and at all levels of organization and promotion, an organization-wide promotion structure, a leadership infrastructure framework has been defined. The organizational innovation promotion refers to the internal systematic approach systematically of the organization promotion and leadership to strive for organization successful excellence. The successful organizational innovation promotion referring to all those measures through which one creates and strengthens confidence and trust in outsiders, especially service receivers, towards the organization abilities and service. When the comprehensiveness of the organizational innovation promotion approach is being emphasized one also can use the concept organizational innovation promotion instead of organizational plan.

CONCLUSION

In order to understand whether the active entrepreneur is performing or not, we need to ensure that the active entrepreneur is appropriate for each organizational tactic. The model provides active entrepreneur with specific benefits such as measures to organizational innovation promotion with tactically aligned framework for clearer logic behind organizational innovation promotion actions.

Successful measure portfolio discriminates between organizational innovation promotion efficiency and effectiveness successful measures in order to avoid suboptimal successful. Set of organizational innovation promotion guidelines to ensure method synergies are achieved in the targeting of high and low organizational customers lifetime satisfy segments with matching method costs and method response to organizational customers satisfy. Many of organizations have sustained their organizational innovation promotion systems focus over time, although these investments may or may not be considered part of a long-term organizational innovation promotion tactic. The scope, size, complexity and duration of the organizational innovation promotion projects seem to vary quite significantly across organizations. Poor planning, lack of clear objectives and not recognizing the need for organization change are the key reasons for organizational innovation failures.

The most recent organizational innovation promotion programs, for example some have

clearly benefited from previous organizational innovation promotion systems experience of suppliers, including considerably reduced implementation times and lower risk levels for comparable size programs.

Active entrepreneur have too many successful measures, and a simplified set with fewer yet more important metrics would lead to superior successful. Successful active entrepreneur are hindered by too many low-level measures. Ideal successful active entrepreneur must include measures which are tactically relevant as well as measures which address both efficiency and effectiveness of organizational innovation promotion. For active entrepreneur, the area of organizational innovation method successful measurement is an area that represents a significant opportunity for organizational innovation promotion investment and organizational plan promotion attention.

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