

## ANALYSIS OF TYPES OF INNOVATION IN ORGANIZATIONS

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**Rezumat.** În contextul economic actual, singura modalitate ca o organizație industrială să reziste pe piață este ca aceasta să inoveze. Din acest motiv este foarte importantă înțelegerea caracteristicilor care fac ca o organizație să fie mai mult sau mai puțin inovantă, precum și modul în care inovația este creată în cadrul acesteia. Indiferent că este vorba despre o inovație de produs, de proces, de marketing sau organizațională, pentru a putea adopta o strategie corespunzătoare, organizațiile trebuie să știe care este capacitatea lor de inovare.

**Abstract.** In the current economic context, the only way that an organization can survive on the market is to innovate. It is therefore very important to understand the characteristics that make an organization more or less innovative and how innovation is created there. Whatever their type, product innovation, process, marketing or organizational, to adopt an appropriate strategy, organizations need to know who is their innovation.

**Keywords:** Innovation, types of innovation, organization, product, process

### 1. Introduction

Innovation is generally considered as the main engine of economic growth in the global economy today. There are many reasons for companies and organizations to innovate, including: increasing market share, capture new markets, improve product quality, choice of products, replacing outdated products, reducing environmental impact. Innovation is linked with creativity (which is part of this category of article). Innovation and creativity processes are interrelated, since finding the solution to the problems in a process of innovation requires creativity. Innovation covers a practical application of a marketable invention; however, innovation is possible without a prior-invention [1].

In the organizational context, innovation may be linked to performance and growth through improvements in efficiency, productivity, quality, competitive positioning, market share, etc. All organizations can innovate, including for example hospitals, universities, and local governments.

While innovation typically adds value, innovation may also have a negative or destructive effect as new developments clear away or change old organizational forms and practices. Organizations that do not innovate effectively may be destroyed by those that do. Hence innovation typically involves risk. A key challenge in innovation is maintaining a balance between process and product

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